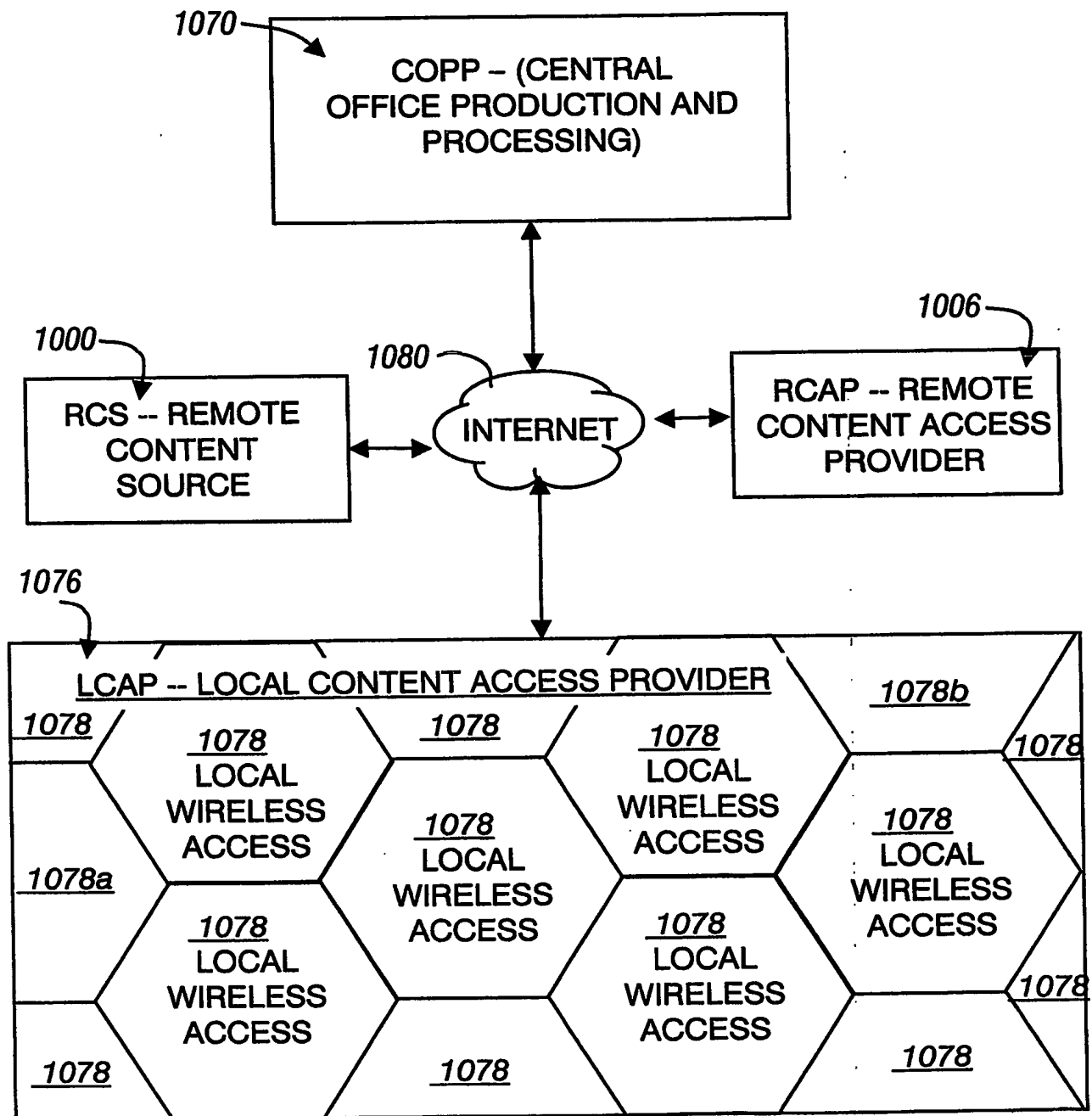


Fig. 1

2/81

FIG. 2

3/81

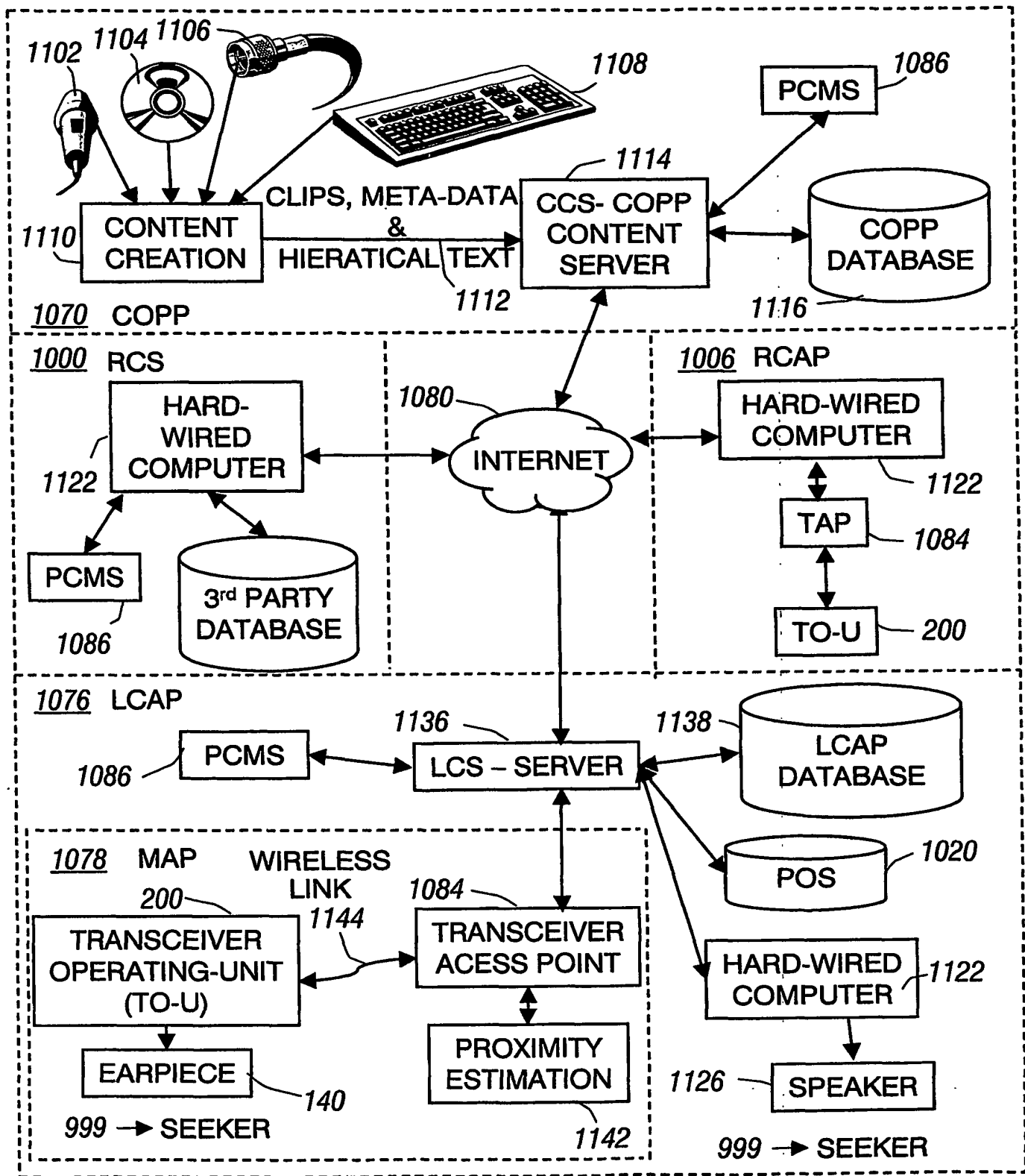


FIG. 3

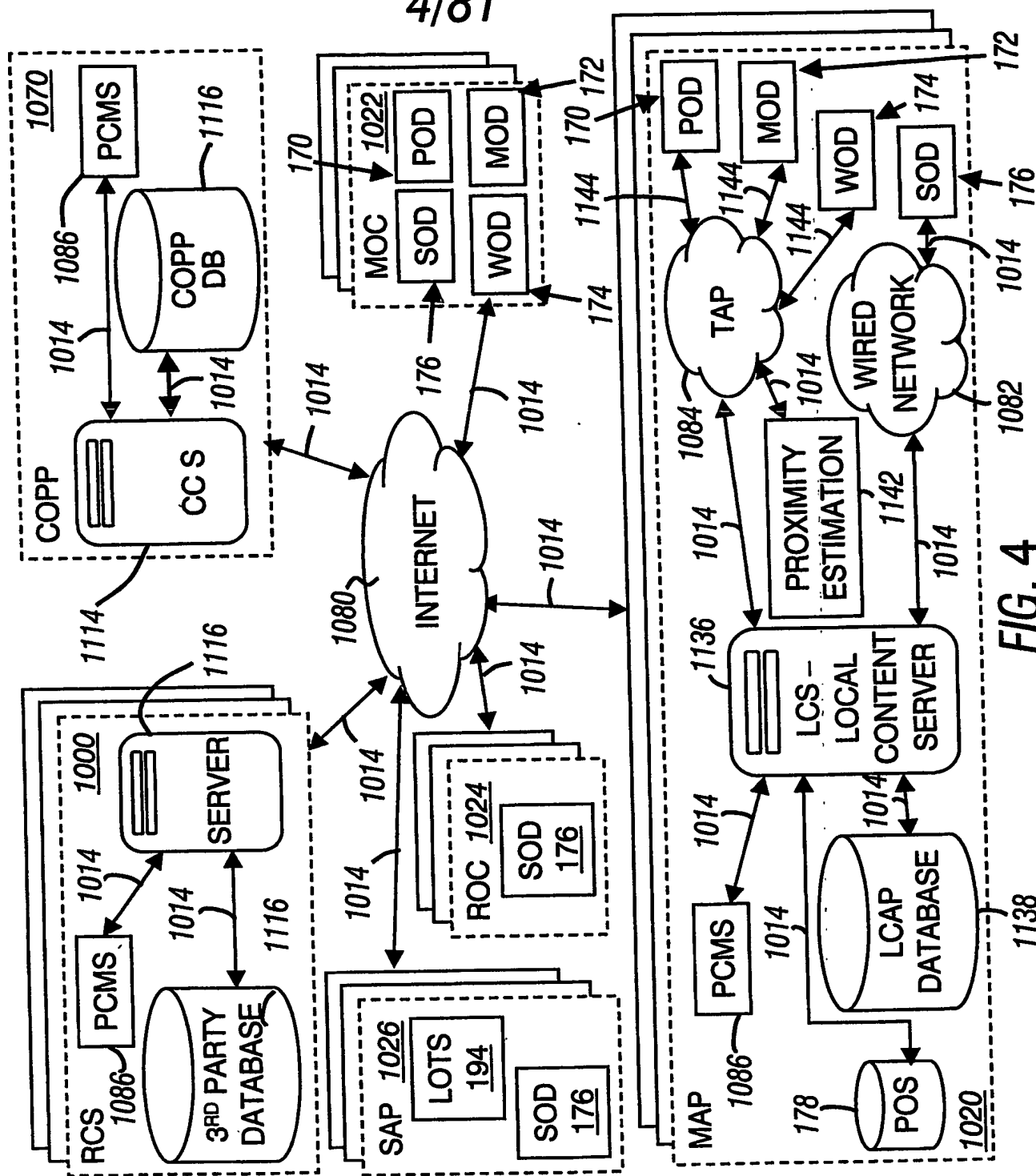
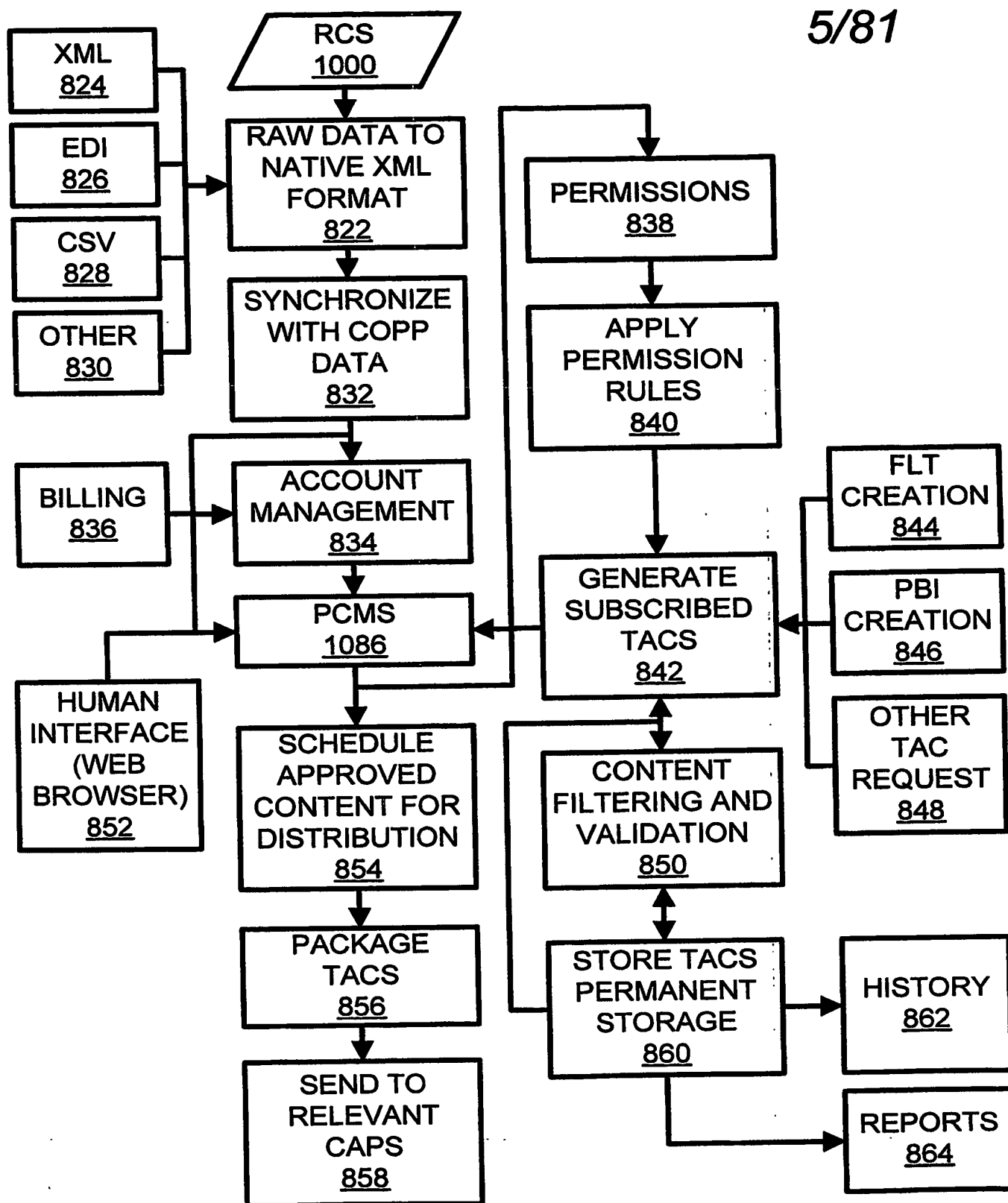
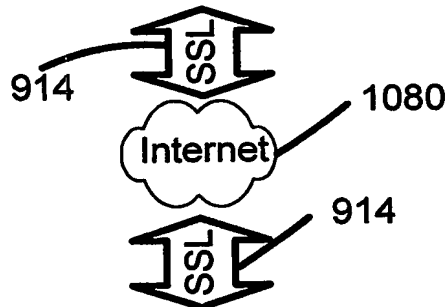
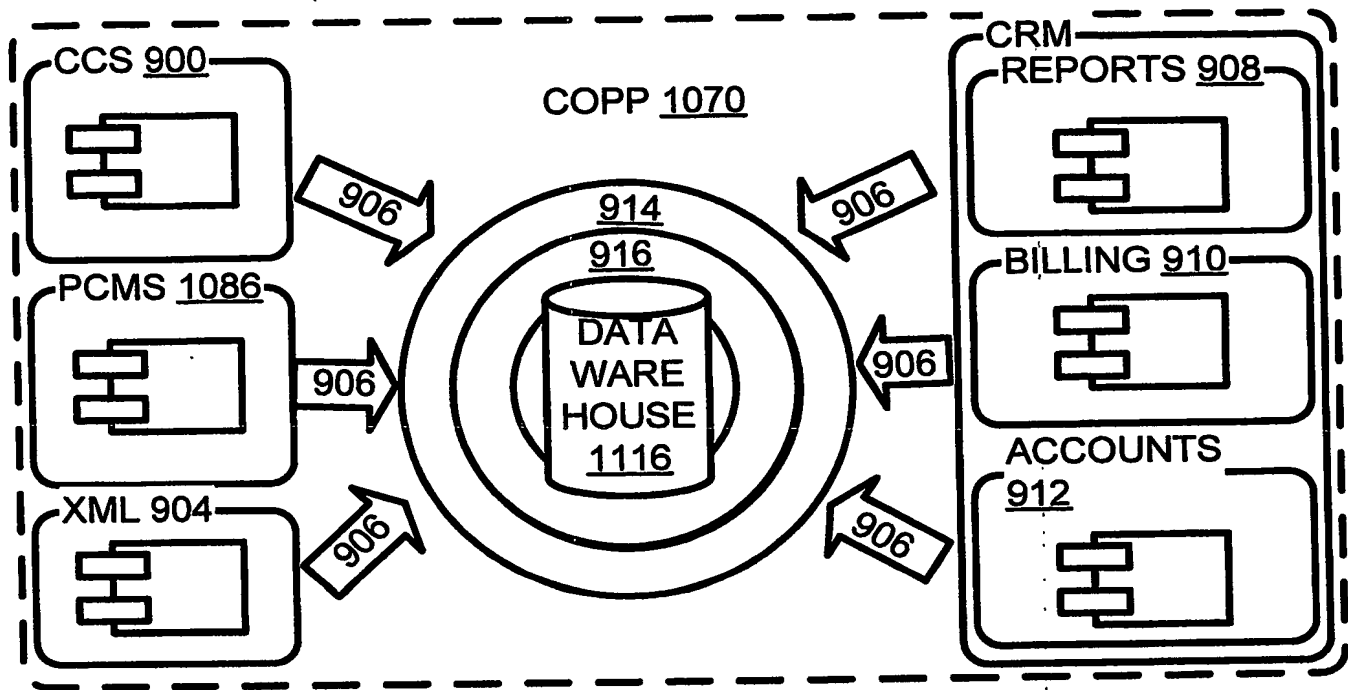
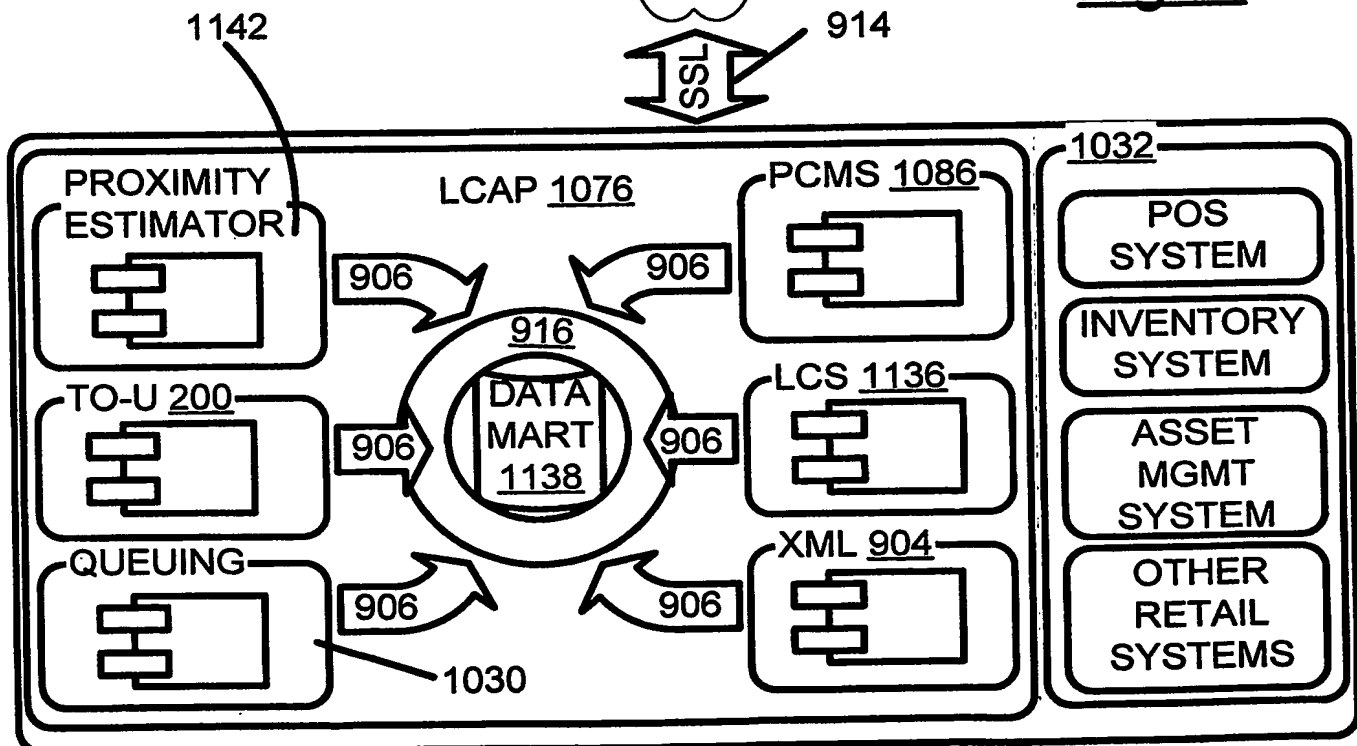


FIG. 4

5/81

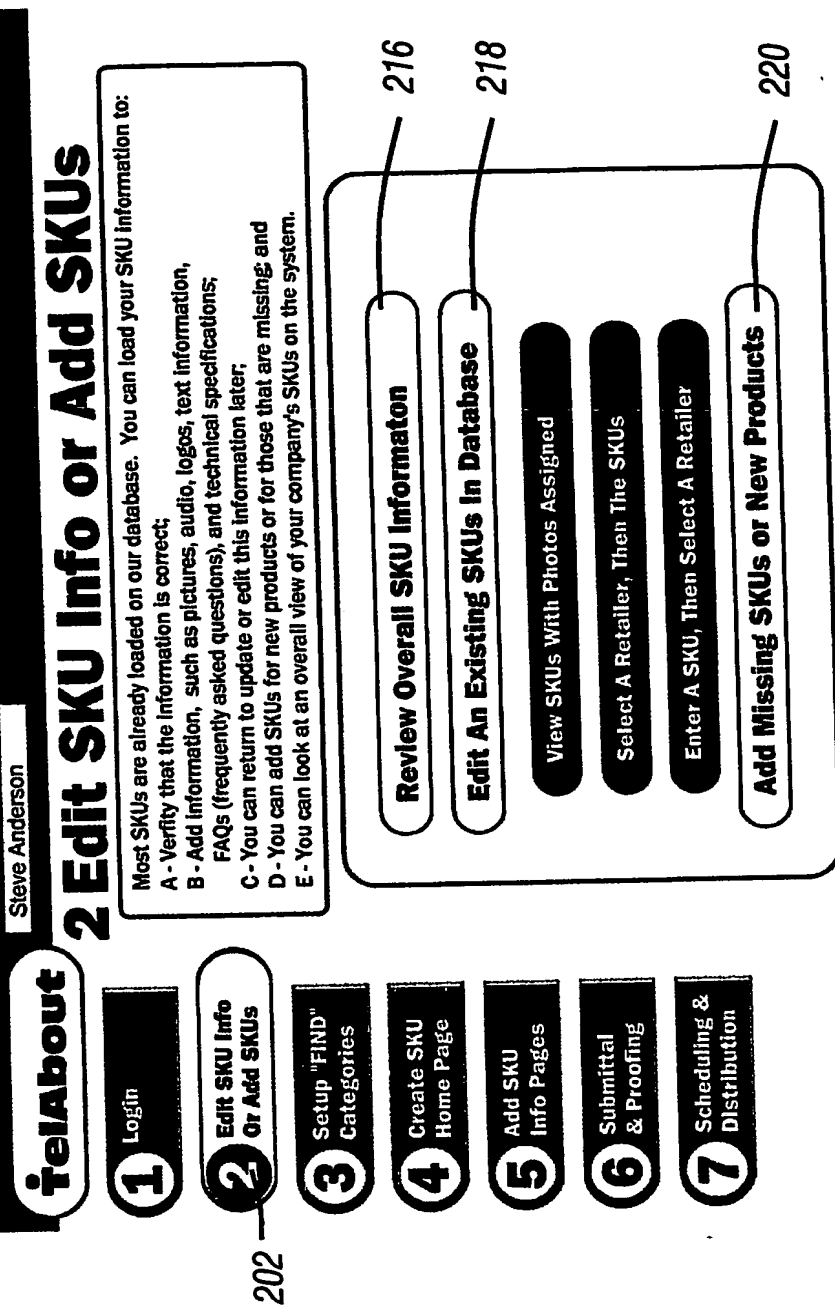
*Fig. 5*

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*Fig. 6*



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FIG. 8

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Steve Anderson

1 Login

2 Edit SKU Info Or Add SKUs

SKU Database Information

Edit Existing SKUs

Add New SKUs or Products

3 Setup "FIND" Categories

4 Create SKU Home Page

5 Add SKU Info Pages

6 Submittal & Proofing

7 Scheduling & Distribution

222

224

226

Enter SKU

Select Participating Retailer

Submit

Add Another Retailer

Add Another SKU

208

SKUs In Our Database

SKUs/Manufacturer

Home Pages w/ Photos

SKUs with FAQs

SKUs with Tech Specs

View More SKU Info

FIG. 9

10/81

Steve Anderson

ielaabout

2 Edit SKU Info or Add SKUs

A - Select a participating retailer where your products appear to see the number presently in our database.
 B - You select from the full list of SKUs or you can narrow this selection using one of the methods below (note - you can only use one method at a time):
 C - "SKUs without photos": refers to SKU "Home Pages" that do not have photos assigned.

Edit An Existing SKUs In Database

Select Participating Retailer

Select SKU Using A Method Below:

Select A SKU From Our Full List

Search using a keyword

Submit

Without Find Categories Assigned

Most Recently Modified SKUs

Submit

The SKU Is Missing

Edit Home Page

Select

of Days

FIG. 10

11/81

telAbout

Steve Anderson

2 Edit SKU Info or Add SKUs

A - Verify that you have the current participating retailer where your products appear.
B - Verify that you have the correct "Sort SKUs By A "FIND" Category" or change it.
Note: The retail price is simply an layout example and may not reflect the current price.
C - Press the arrow labeled "back" to move backwards through the stack and the arrow labeled "next" to move forward through the stack.

- 1 Login
- 2 Edit SKU Info Or Add SKUs
- SKU Database Information
- Edit Existing SKUs
- Add New SKUs or Products
- 3 Setup "FIND" Categories
- 4 Create SKU Home Page
- 5 Add SKU Info Pages
- 6 Submittal & Proofing
- 7 Scheduling & Distribution

Sort By Participating Retailer

Sort By "FIND" Category

PRODUCT FEATURES

FAQ INFO

VIEW MY LISTS

back

next

of

256

250

252

254

258

230

SKUs In Our Database

SKUs/Manufacturer

Home Pages w/ Photos

SKUs with FAQs

SKUs with Tech Specs

View More SKU Info

Edit This SKU's Home Page

Edit This SKU's FAQs

Edit This SKU's Tech Specs

Edit This SKU's "FIND" Categories

FIG. 11

Steve Anderson 12/81 EXP-002 12/81

3 Setup "FIND" Categories

Assign and/or verify the appropriate top category and subcategories listings for each SKU.
Below assign the most likely categories a shopper would use to find your product.
The categories are pre-assigned from the retailer and most headings end before you get to the sixth category at the bottom.
When you have finished selecting the categories in the box on the left, click "apply".

203 **3 Setup "FIND" Categories**

268 **Number or Top Categories Assigned To This SKU**

12/81

270

272

Additional "FIND" Features

Apply To Multiple SKUs

Apply

Add More Top Categories

View SKU Categories Used

Remove A Top Category

Edit Home Page

Setup "FIND" Categories

Main / Top Category — 261

Second Category — 262

Third Category — 263

Fourth Category — 264

Fifth Category

Sixth Category

Apply

1 Login

2 Edit SKU Info Or Add SKUs

4 Create SKU Home Page

5 Add SKU Info Pages

6 Submittal & Proofing

7 Scheduling & Distribution

Go Back

Edit "Tech Specs"

Edit Your "FAQs"

"FIND" Categories

Edit "Home Page"

FIG. 12

13/81

274

276

278

Steve Anderson

SEARCH

SEARCH

1 Login

2 Edit SKU Info Or Add SKUs

3 Setup "FIND" Categories

4 Create SKU Home Page

5 Add SKU Info Pages

6 Submittal & Proofing

7 Scheduling & Distribution

Go Back

Edit "Tech Specs"

Edit Your "FAQs"

"FIND" Categories

Edit "Home Page"

SKU Home Page Layout Preview

MFR BRAND X \$199.95

Model: V3500

Originally \$209.95

280

Player/VCR Combo Multiformat Progressive-Scan DVD

PRODUCT FEATURES

FAQ

INFO

VIEW MY LISTS

Manufacturer

Model Number

Special Offer / Lead Information

Player/VCR Combo Multiformat Progressive-Scan DVD

Apply

JPEG PHOTOS

AUDIO CLIPS & TEXT-TO-SPEECH

View This SKU's Modification History

282

204

284

FIG. 13

Steve Anderson

EDITING 14

SKIP-CDL 817-2014

4 Create SKU Home Page

SKU Home Page Layout Preview

1 Login

2 Edit SKU Info
Or Add SKUs

3 Setup "FIND"
Categories

4 Create SKU
Home Page

5 Add SKU
Info Pages

6 Submittal
& Proofing

7 Scheduling &
Distribution

Go Back

Edit "Tech Specs"

Edit Your "FAQs"

"FIND" Categories

Edit "Home Page"

MFR BRAND X \$199.95
Model: V3500 Originally \$209.95

Player/VCR Combo
Multiformat Progressive-Scan DVD

PRODUCT FEATURES **FAQ INFO** •VIEW •MY •LISTS

Manufacturer:

Model Number:

Special Offer / Lead Information

Player/VCR Combo
Multiformat Progressive-Scan DVD

Apply 286

JPEG PHOTOS **Apply** **Load A Photo**

File: X-DVD-V35000.jpg

Format: Jpeg

Resolution: 250 x 180

Applied: 0

Uploaded: 8/01/02

AUDIO CLIPS & TEXT-TO-SPEECH

View This SKU's Modification History

14/81

282

FIG. 14



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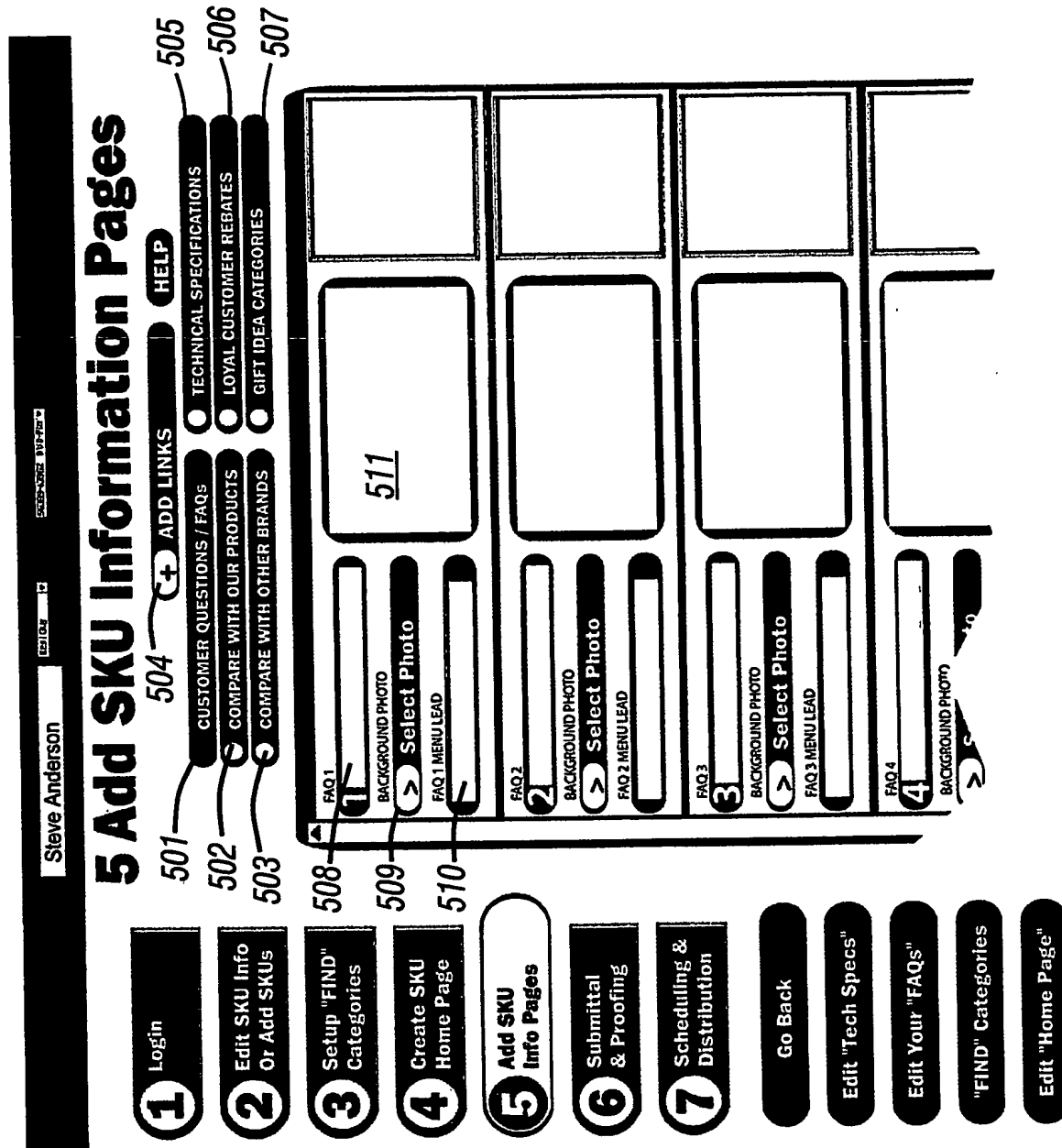


FIG. 16

17/81

513

HOW MUCH IS THE EXTENDED WARRANTY?

THE BASE IS:
3 YRS/36K MILES
FOR 4 YRS/48K MILES +\$290
FOR 5 YRS/60K MILES + \$360

WHAT DO THESE WARRANTIES COVER?

START BACK NEXT

514

515

Fig. 18

512

CAR MFR \$25,408
Model X VIN P78T002344

1-- HOW MUCH IS THE EXTENDED WARRANTY?

2-- WHAT FEATURES ARE MOST LIKELY ADDED TO THIS CAR?

3-- WHAT ARE THE LEASE OPTIONS FOR THIS CAR ?

4--WHAT OTHER COLORS DOES THIS CAR COME IN?

START BACK NEXT

Fig. 17

18/81

Steve Anderson

Best Buy

60386-43002 DVD-P

5 Add SKU Information Pages

FIG. 19

1 Login

2 Edit SKU Info Or Add SKUs

3 Setup "FIND" Categories

4 Create SKU Home Page

5 Add SKU Info Pages

6 Submittal & Proofing

7 Scheduling & Distribution

Go Back

Edit "Tech Specs"

Edit Your "FAQs"

"FIND" Categories

Edit "Home Page"

"Text Info" Page 1

MFR BRAND X \$199.95
Model: V3500 Originally \$209.95

Text Info	Compare	Visuals	in stock >2
<p><i>Inputs:</i> Video/Stereo Audio</p> <p><i>Outputs:</i> S-Video Video/Stereo Audio</p> <p><i>Features:</i> Built-in MP3 Decoder</p> <p><i>Warranty:</i> 90 Days Parts / 1 Year Labor</p> <p><i>Rebate:</i> none</p>			
START		BACK NEXT	

Mfr: Toshiba

Category: Electronics/DVD Players

Model #: DVD-V4500

Mfr Description: DVD/DVD-R Player with Component Video

up

down

START

BACK NEXT

up

down

"Text Info" Page 2

MFR BRAND X \$199.95
Model: V3500 Originally \$209.95

Text Info	Compare	Visuals	in stock >2
<p><i>Inputs:</i> Video/Stereo Audio</p> <p><i>Outputs:</i> S-Video Video/Stereo Audio</p> <p><i>Features:</i> Built-in MP3 Decoder</p> <p><i>Warranty:</i> 90 Days Parts / 1 Year Labor</p> <p><i>Rebate:</i> none</p>			
START		BACK NEXT	

Mfr: Toshiba

Category: Electronics/DVD Players

Model #: DVD-V4500

Mfr Description: DVD/DVD-R Player with Component Video

up

down

START

BACK NEXT

up

down

PREVIOUS

NEXT

520

19/81

Steve Anderson Best Buy 50389-0302 DVD-P

5 Add SKU Information Pages

"Compare" Page 1

"Visuals" Page 1

1 Login

2 Edit SKU Info
Or Add SKUs

3 Setup "FIND"
Categories

4 Create SKU
Home Page

5 Add SKU
Info Pages

6 Submittal
& Proofing

7 Scheduling &
Distribution

Go Back

Edit "Tech Specs"

Edit Your "FAQs"

"FIND" Categories

Edit "Home Page"

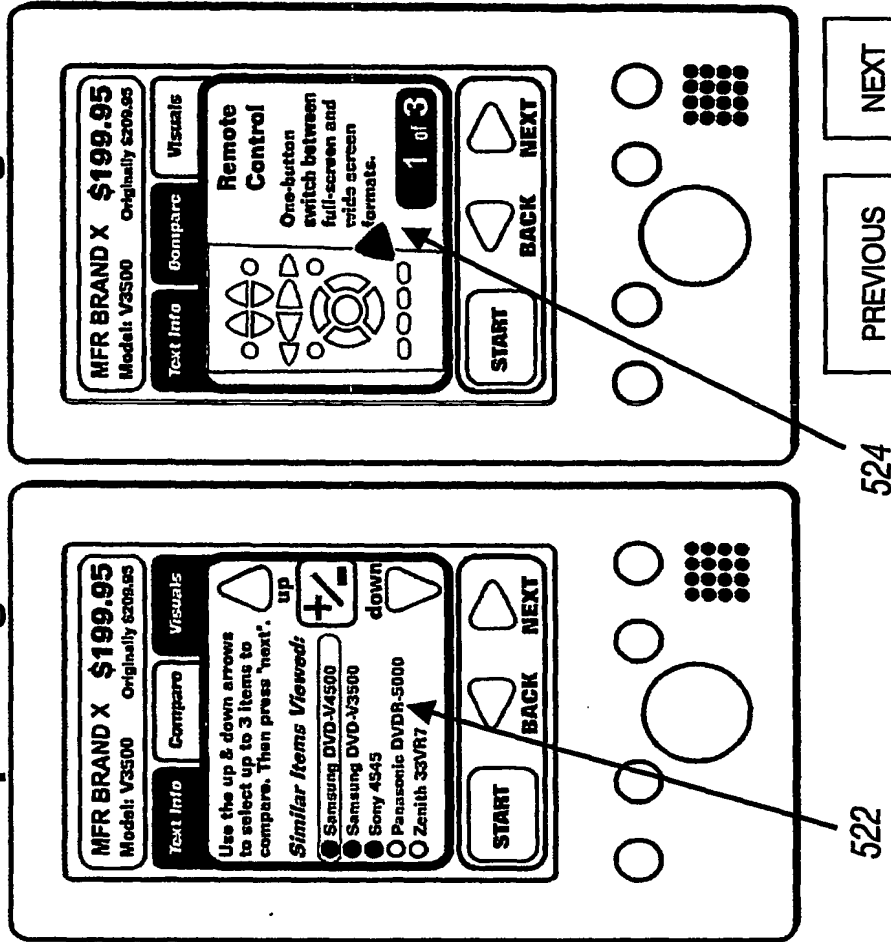


FIG. 20

20/81

FIG. 21

Steve Anderson

Region

5538-4362 DVD-7a

6 Submittal & Proofing

- 1 Login
- 2 Edit SKU Info Or Add SKUs
- 3 Setup "FIND" Categories
- 4 Create SKU Home Page
- 5 Add SKU Info Pages
- 6 Submittal & Proofing
- 7 Scheduling & Distribution

Review Overall SKU Information

Your Total SKUs Currently In Our Database

Select Participating Retailer

Select "FIND" Category

Apply

Unmodified

Modified

Assigned

Unassigned

In Database

Select # of Days

Most Recently Added To Database

View Most Recently Modified...

View SKUs...

In Database Without...

View SKUs...

In Database With...

w/o "FIND" setup

w/o Photo

w/o FAQs

w/o Tech Specs

"FIND" assigned

with Photo

with FAQs

with Tech Specs

528

530

532

534

Steve Anderson

History

7 Scheduling & Distribution

1 Login

2 Edit SKU Info
Or Add SKUs

3 Setup "FIND"
Categories

4 Create SKU
Home Page

5 Add SKU
Info Pages

6 Submittal
& Proofing

7 Scheduling &
Distribution

IMAGE

PROMOTION CATEGORY

M

Tu

W

Th

F

S

Su

TIMES 9A-10P

PRESET SCHEDULES

Full Schedule

MFG INCENTIVE

AD	DISTRIBUTION	WEEKLY SCHEDULE	DURATION
K21M DATE	REGION SOUTHWEST	M Tu W Th F S Su	START 01/01 END 02/01
K21M DATE	REGION MIDWEST	M Tu W Th F S Su	START END
K21M DATE	REGION SOUTH	M Tu W Th F S Su	START END
K21M DATE	REGION NORTHWEST	M Tu W Th F S Su	START END
K21M DATE	REGION NORTHEAST	M Tu W Th F S Su	START END

PREVIOUS

NEXT

FIG. 22

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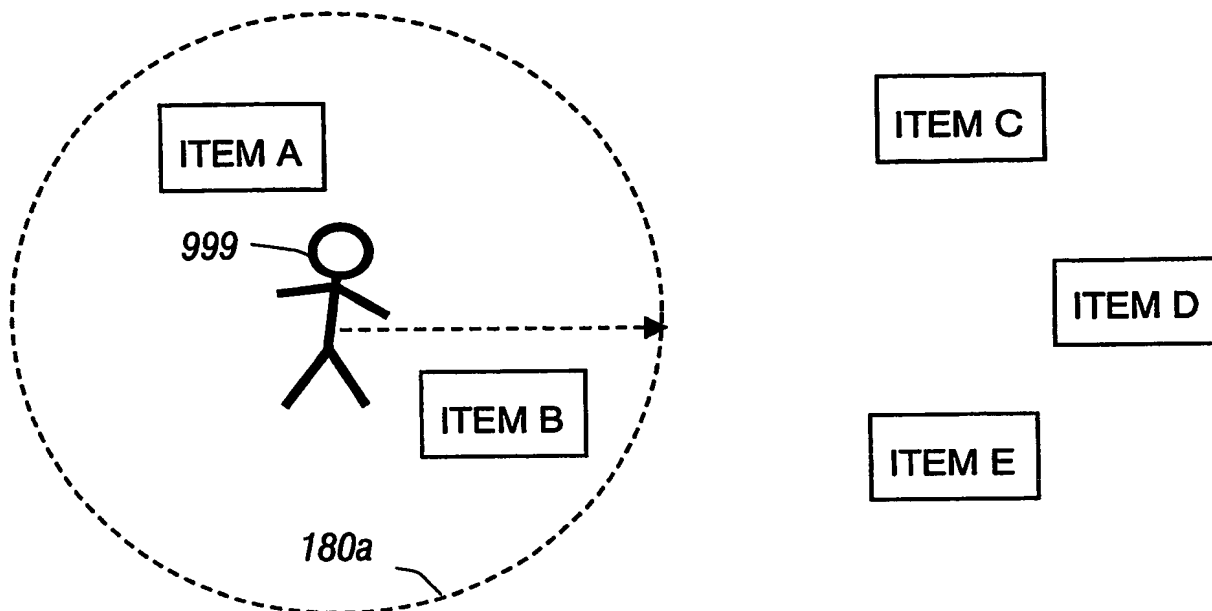


FIG. 23

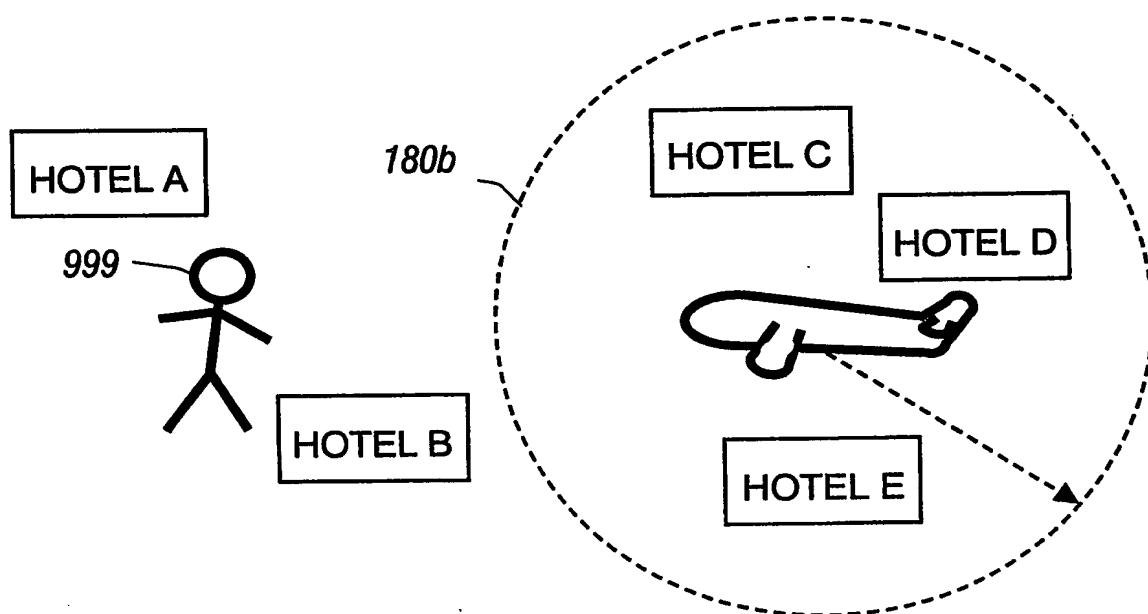
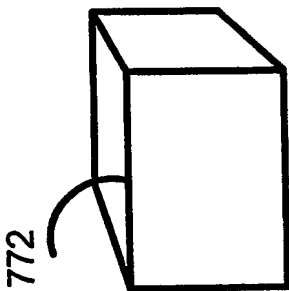
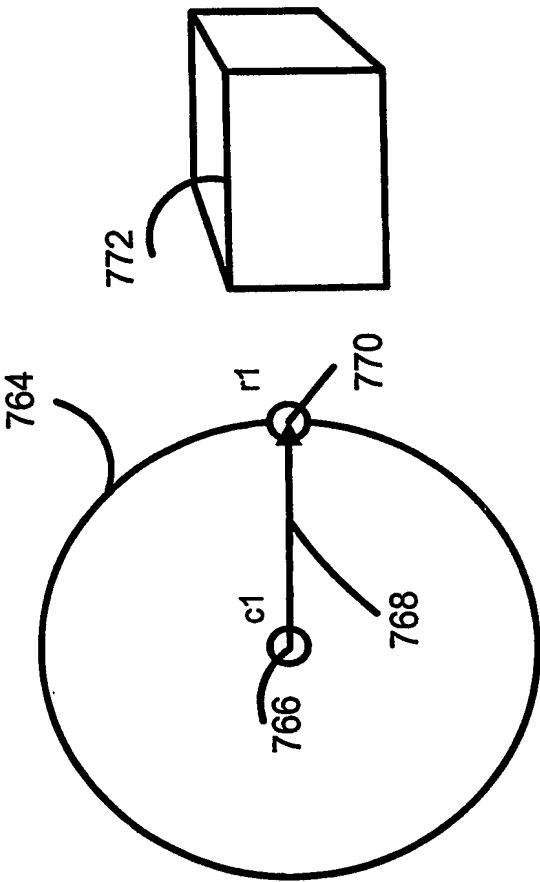


FIG. 24



CATEGORY	MODEL	X,Y,Z
REFRIGERATO R	D	10,20,0
REFRIGERATOR	E

Fig. 26

Fig. 25

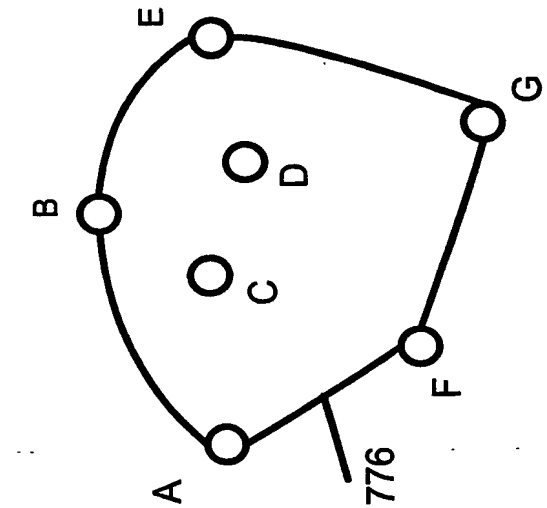


Fig. 27

23/81

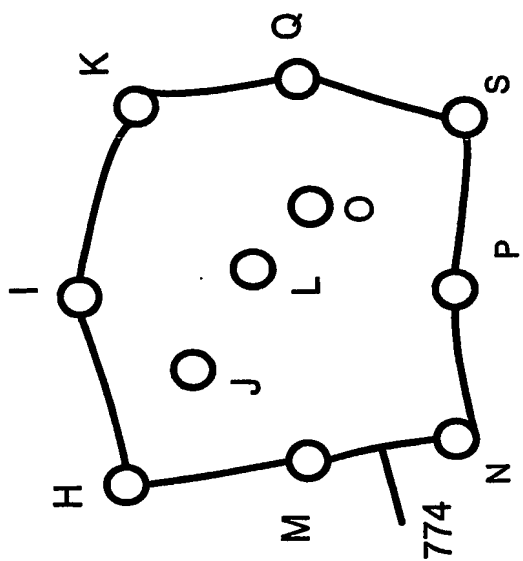


Fig. 28



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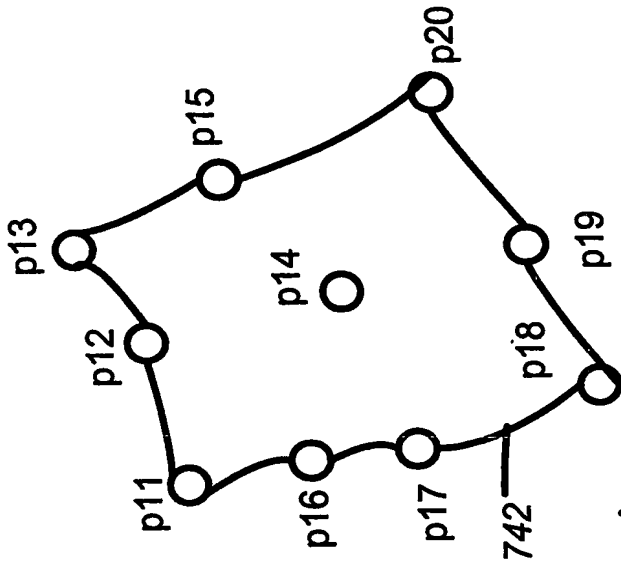


Fig. 29

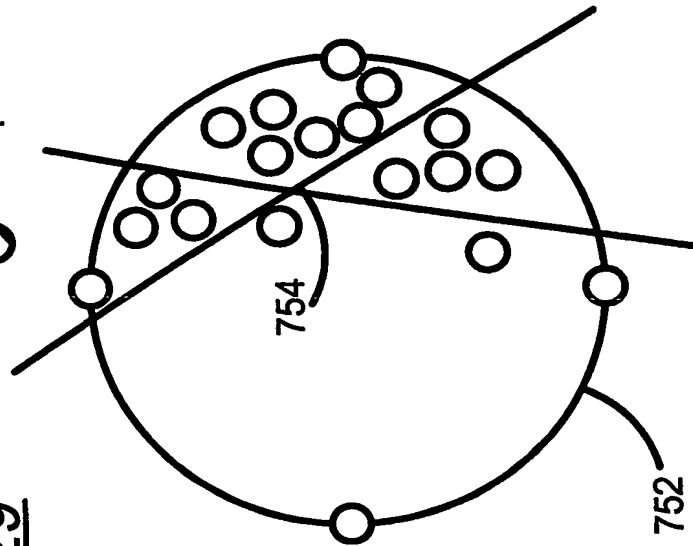


Fig. 31

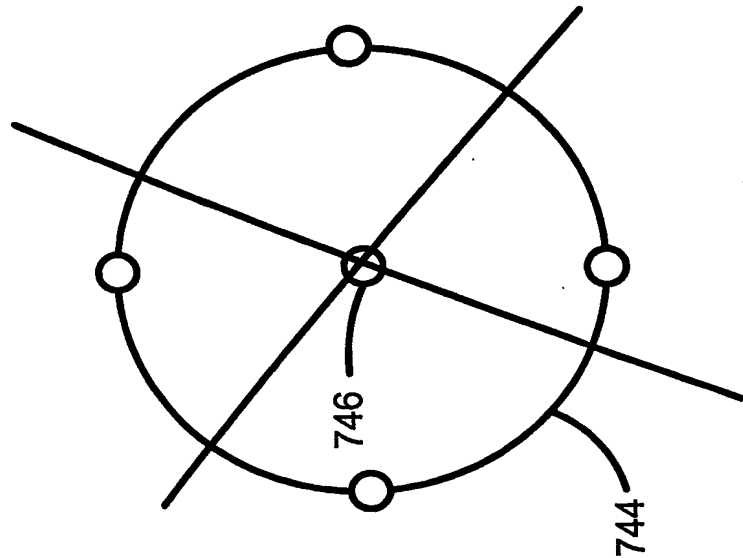
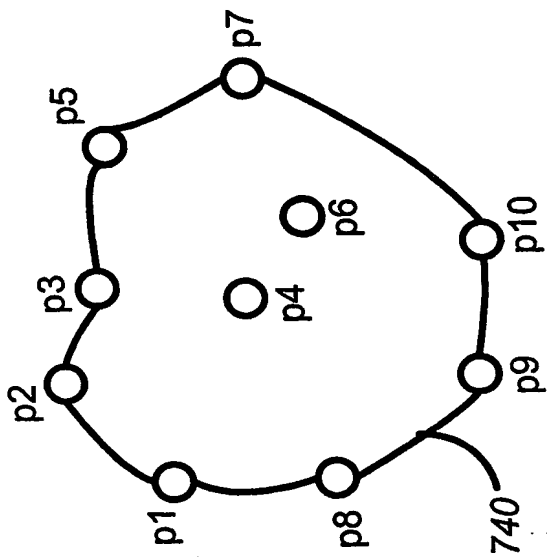


Fig. 30

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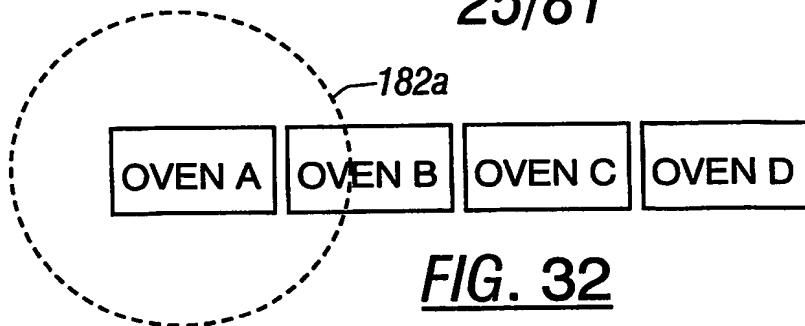


FIG. 32

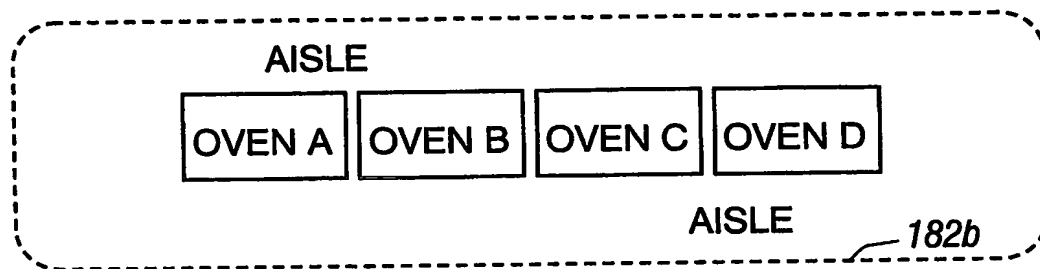


FIG. 33

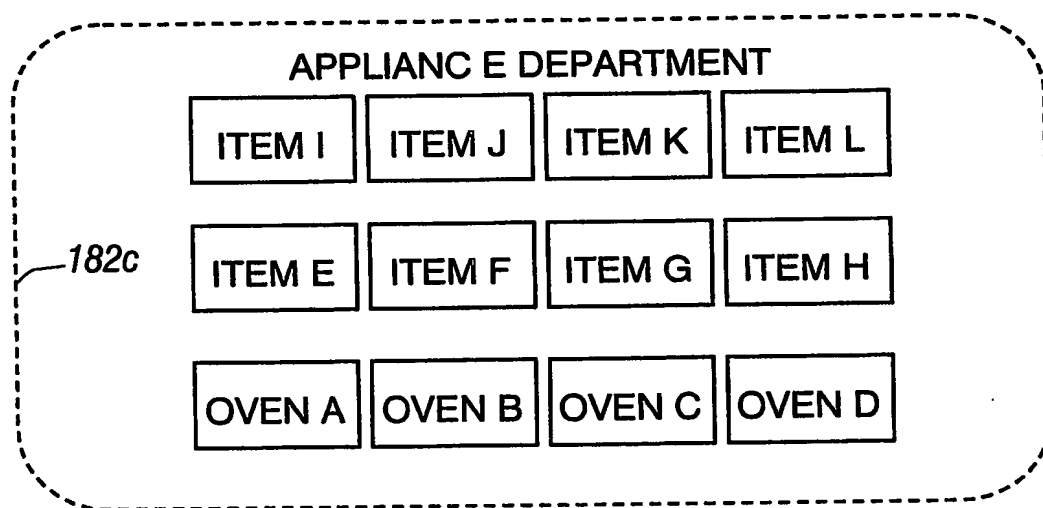


FIG. 34

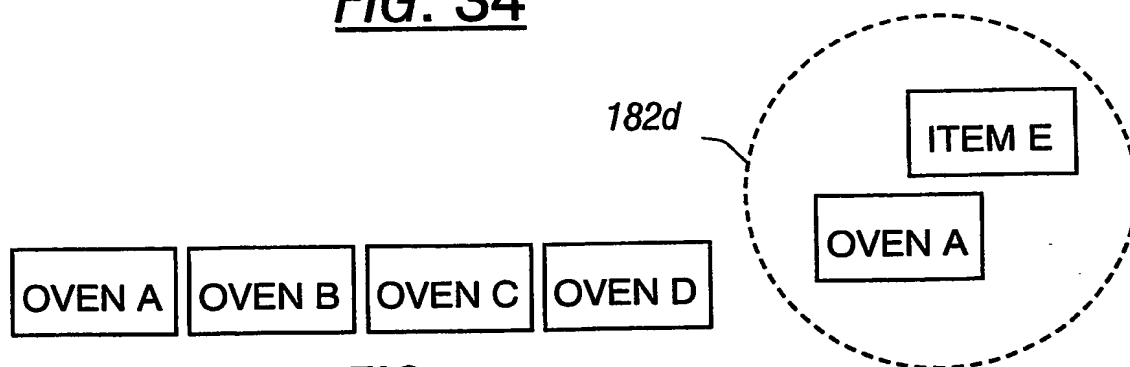


FIG. 35

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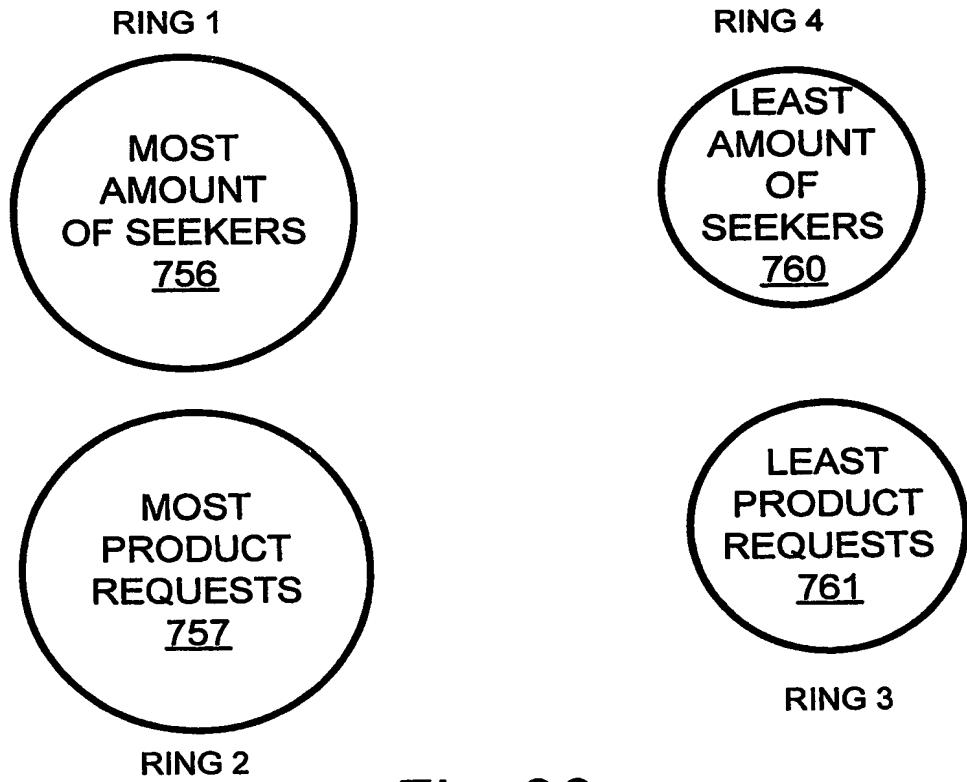


Fig. 36

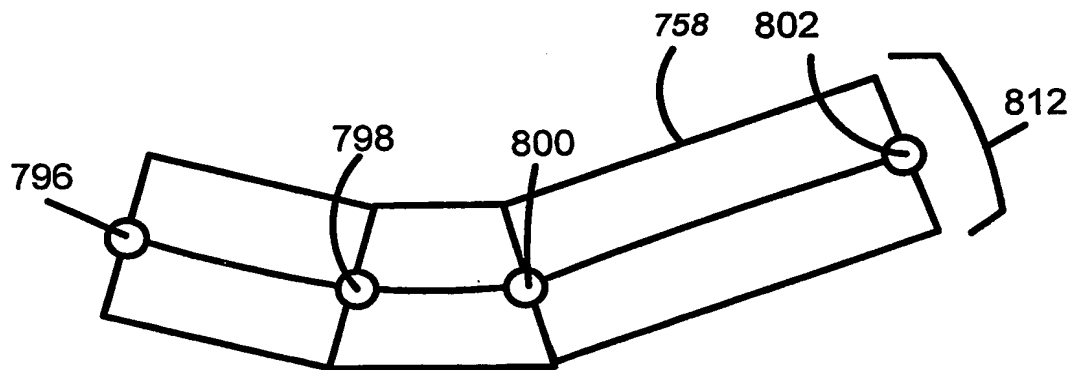


Fig. 37

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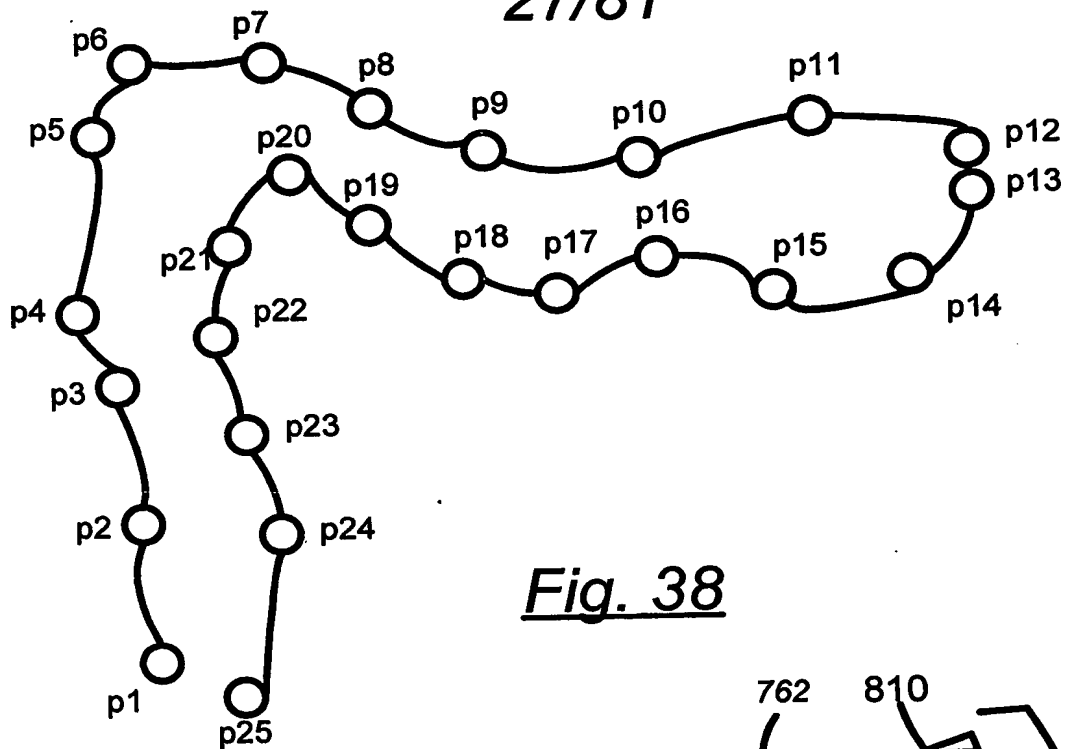


Fig. 38

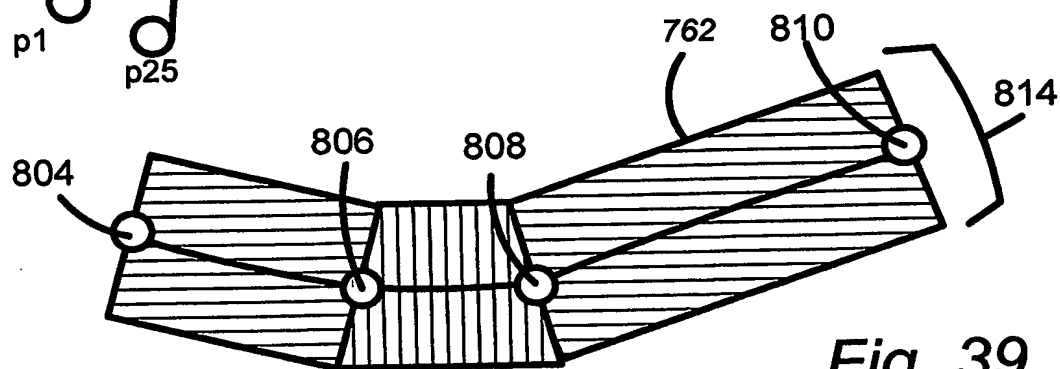


Fig. 39

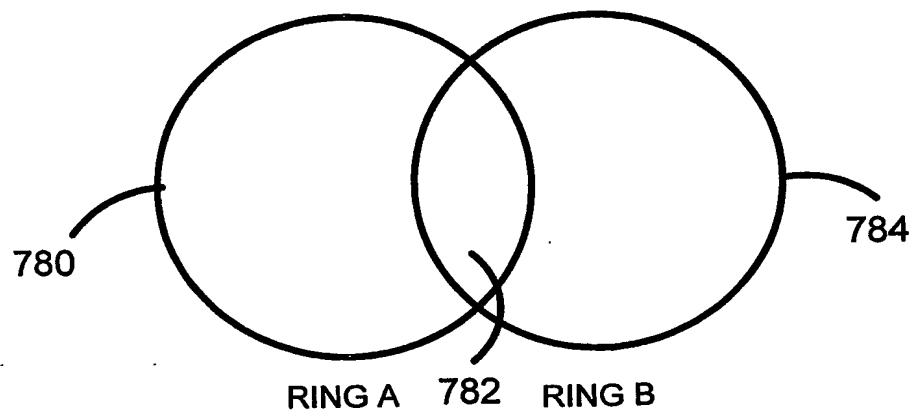


Fig. 40

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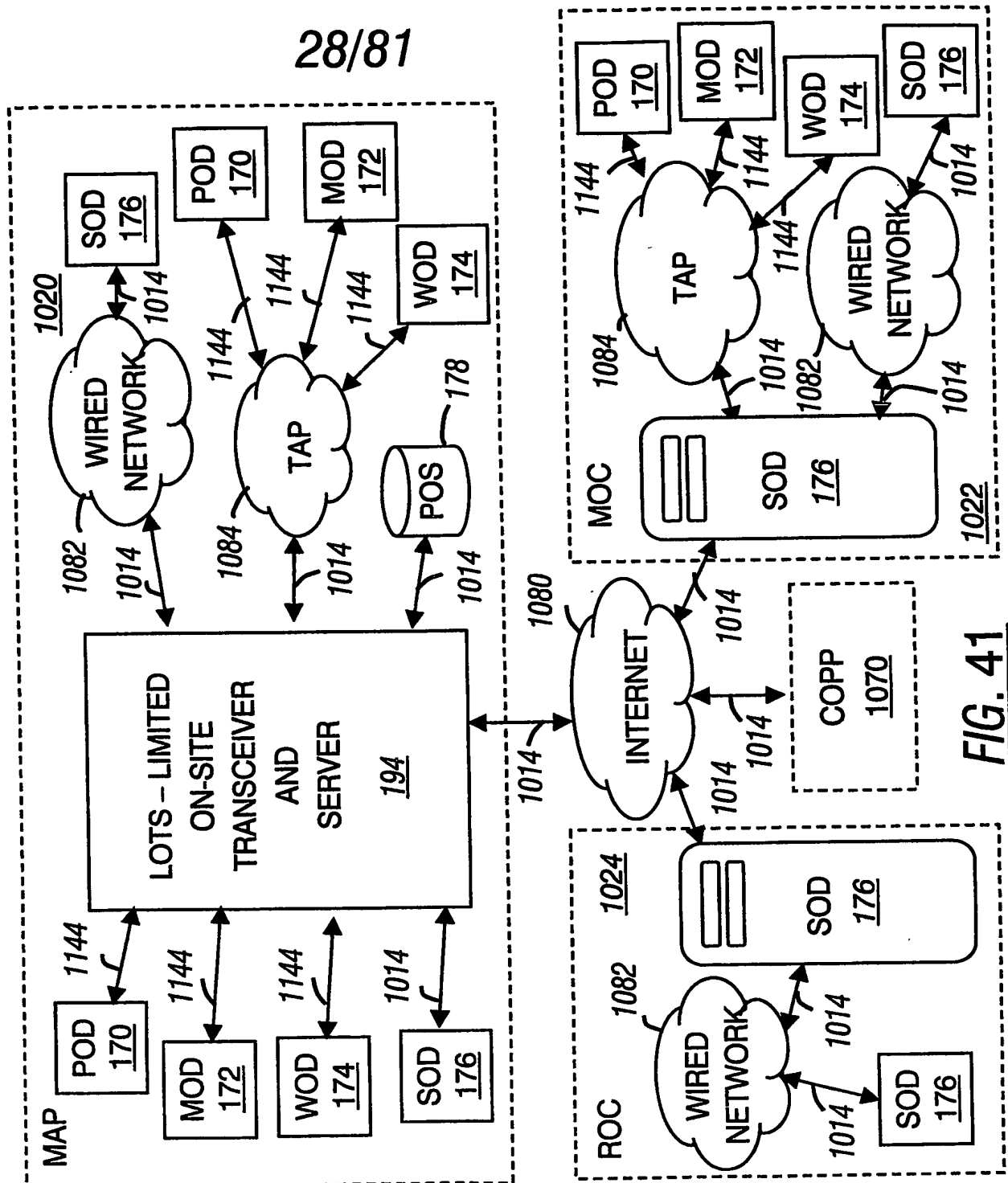
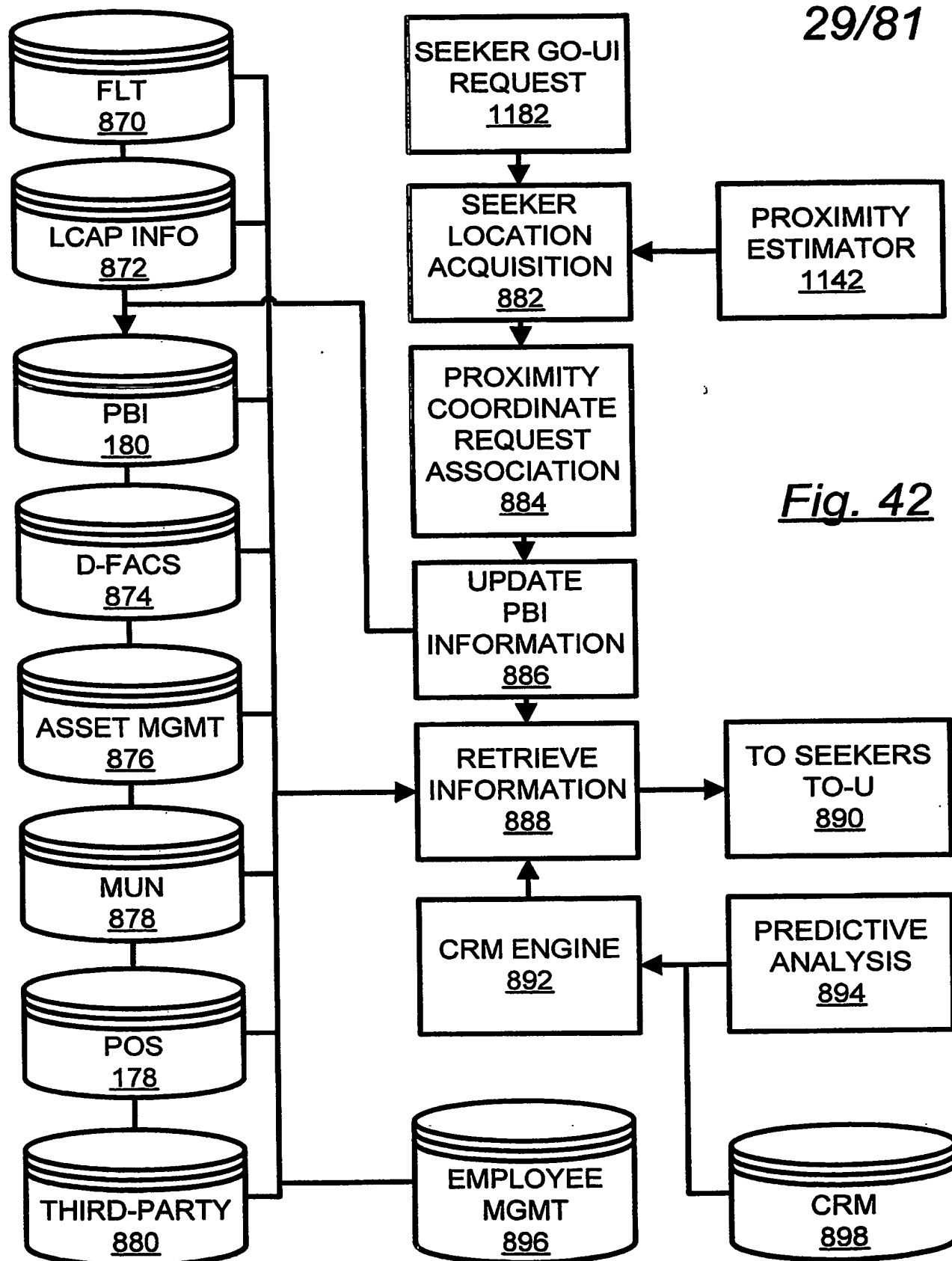
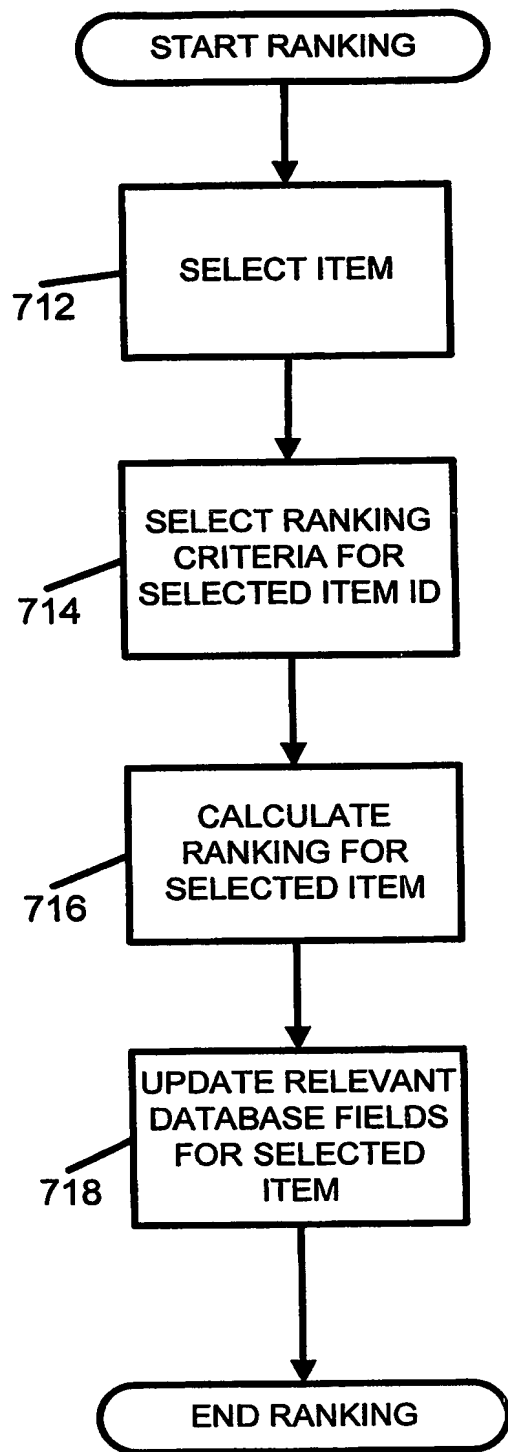
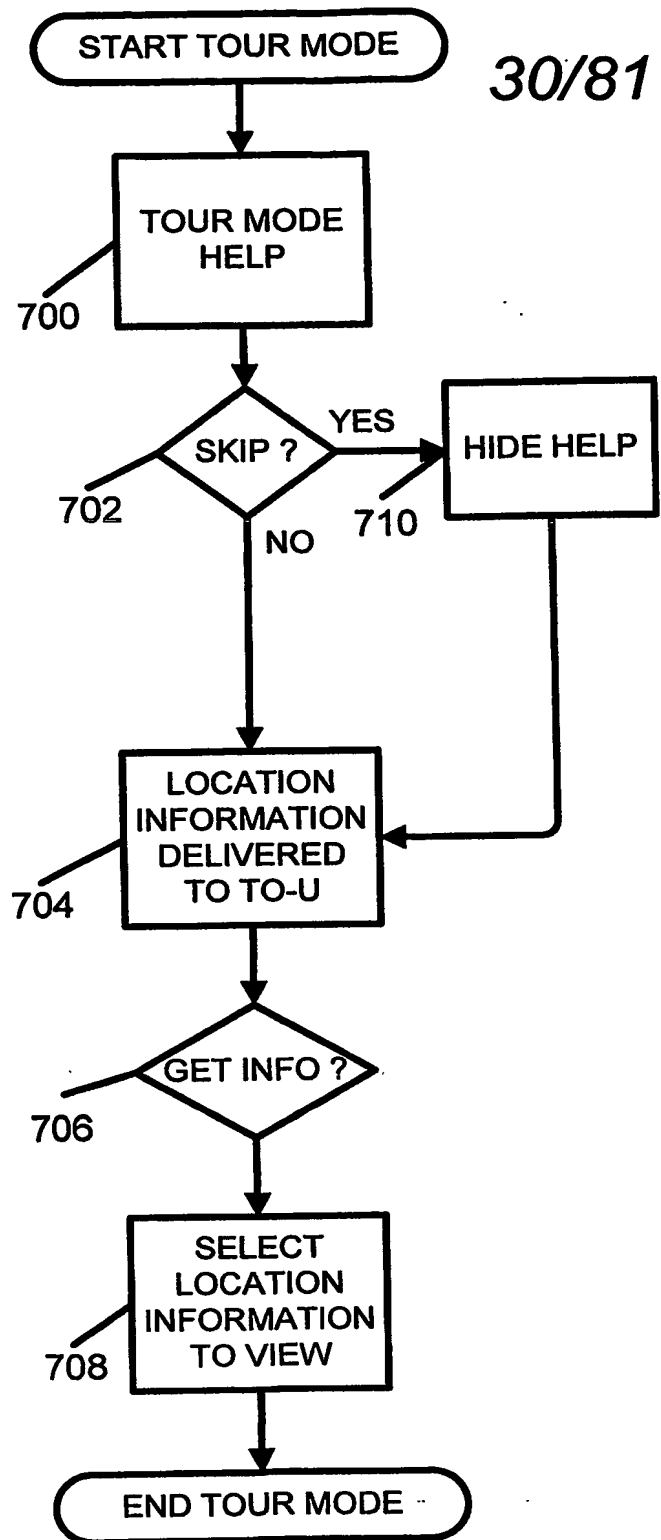


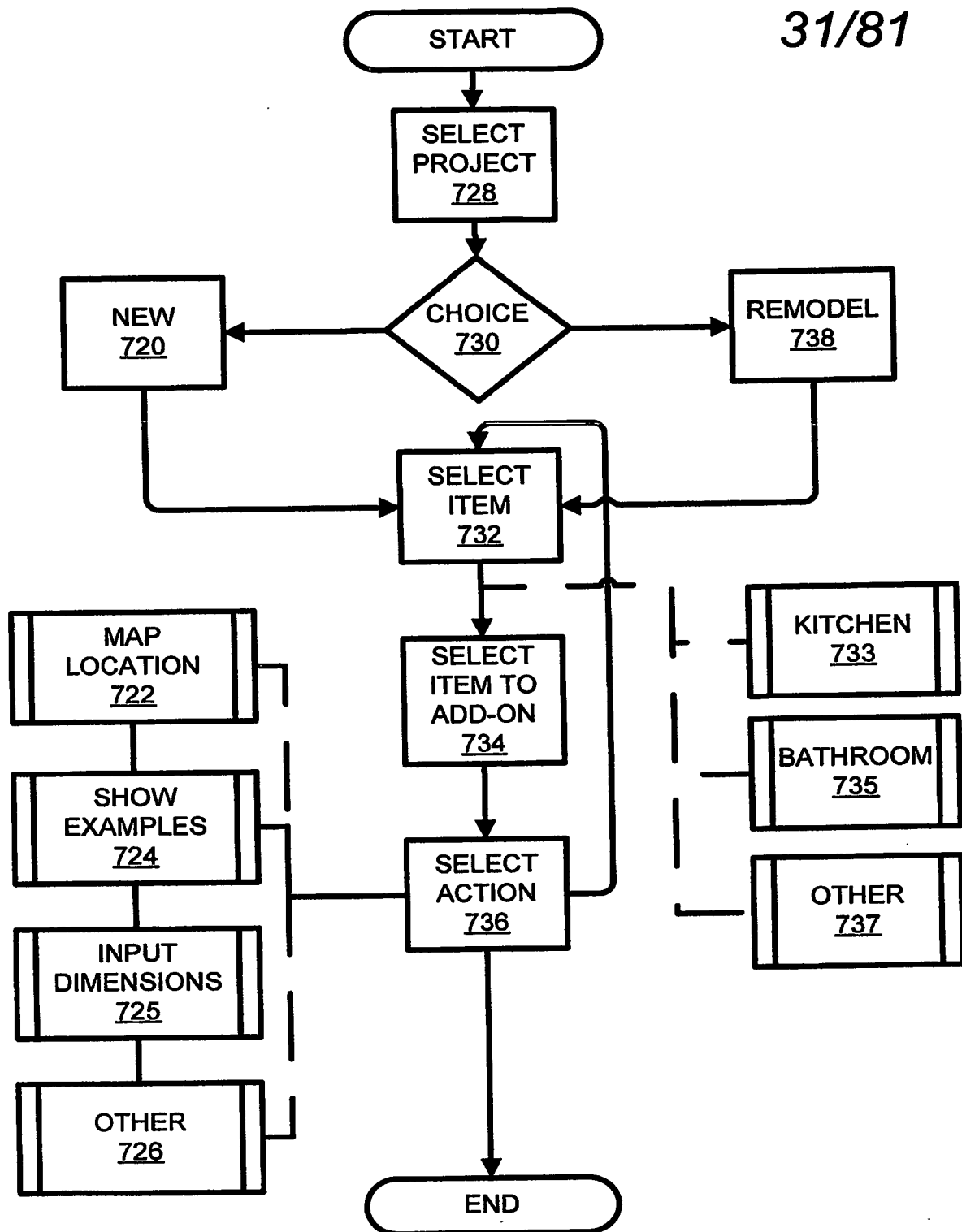
FIG. 41

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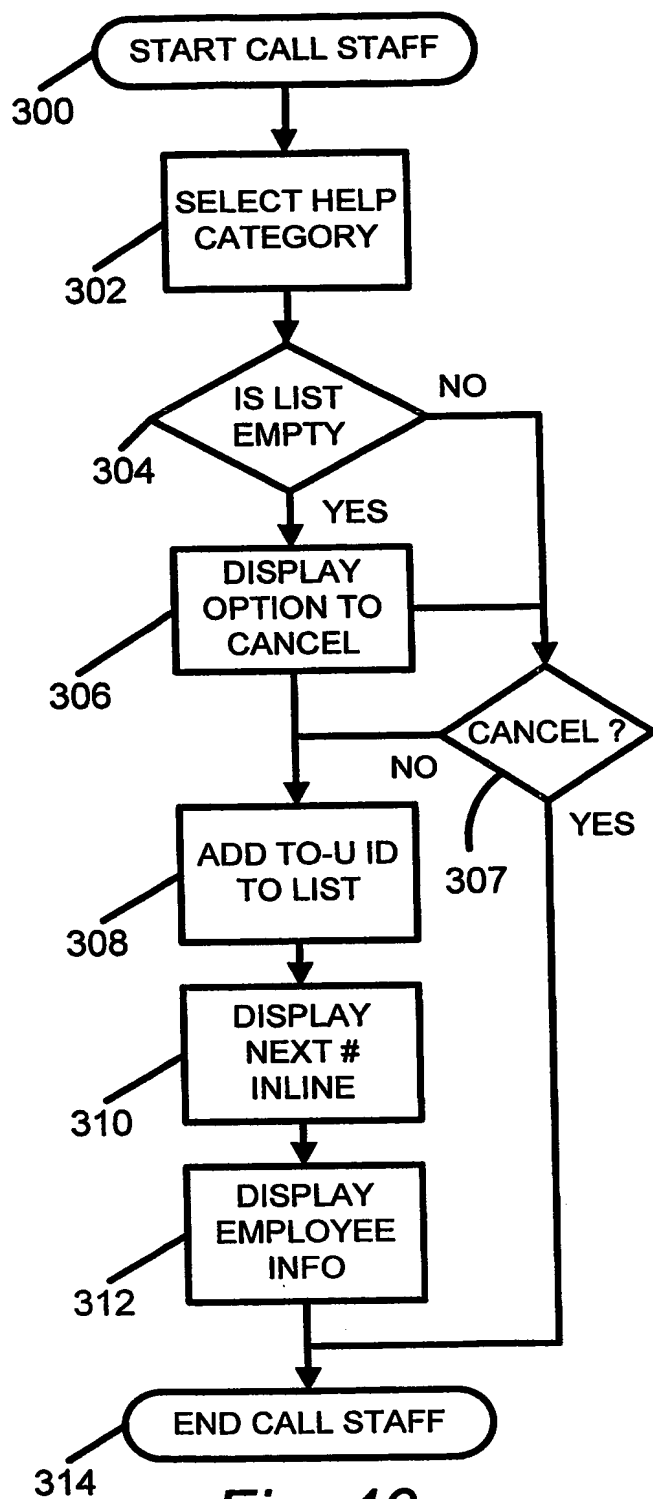
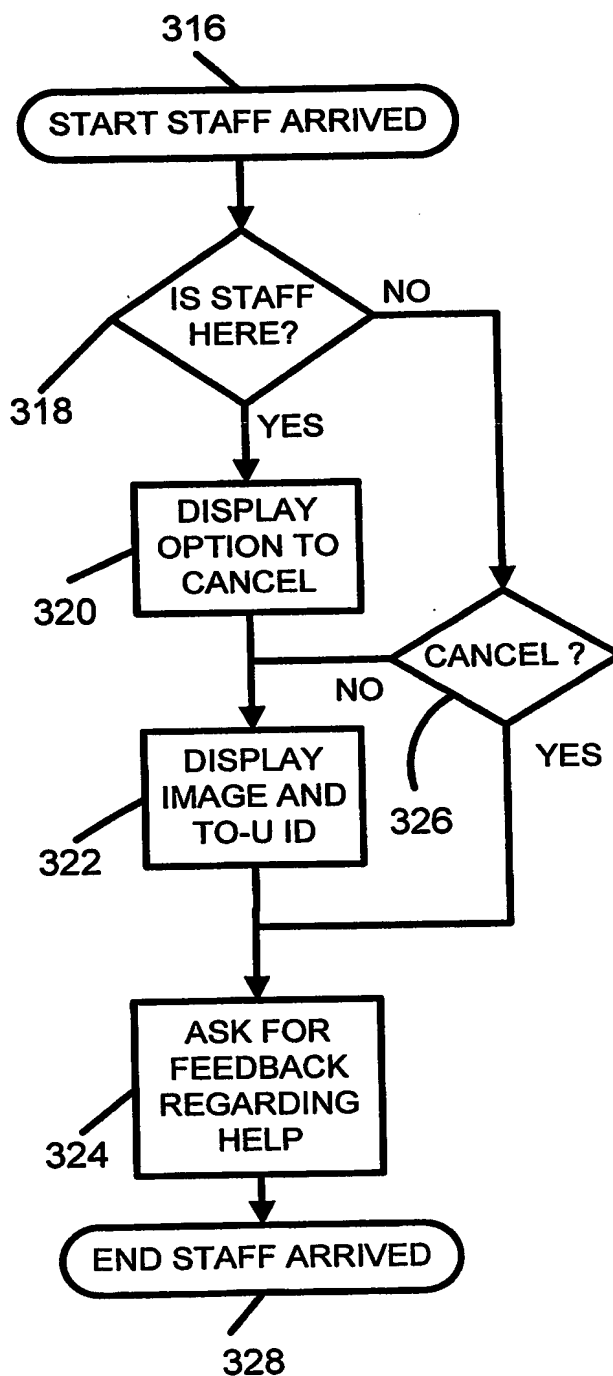
*Fig. 42*

Fig. 43Fig. 44

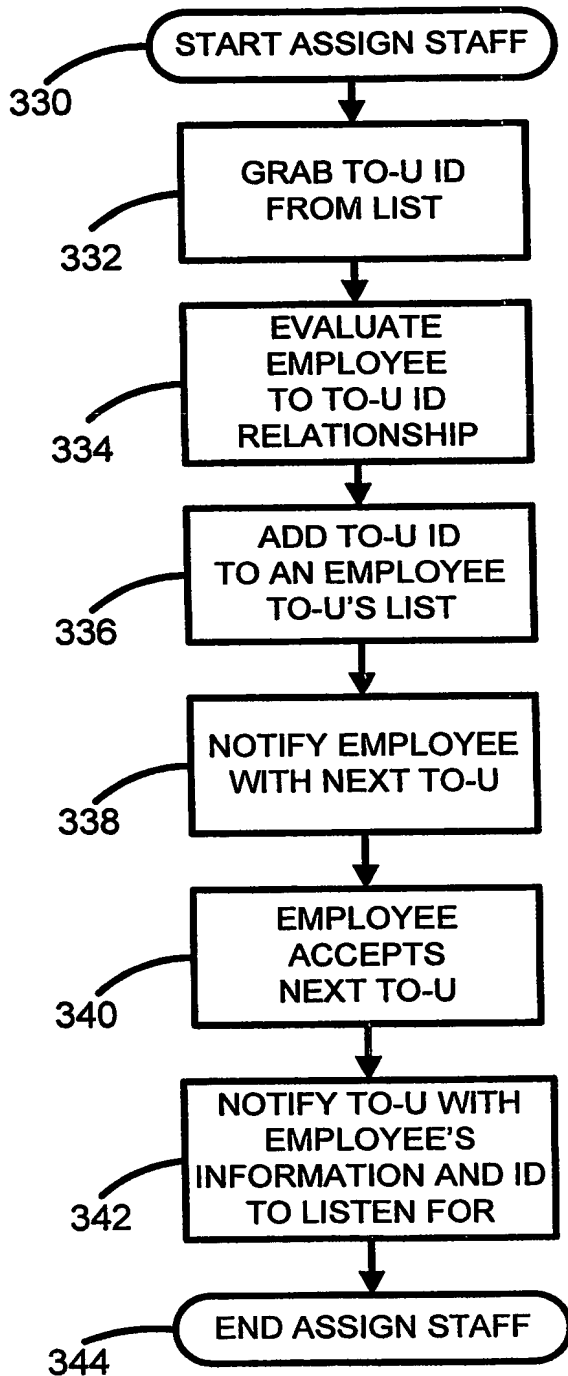
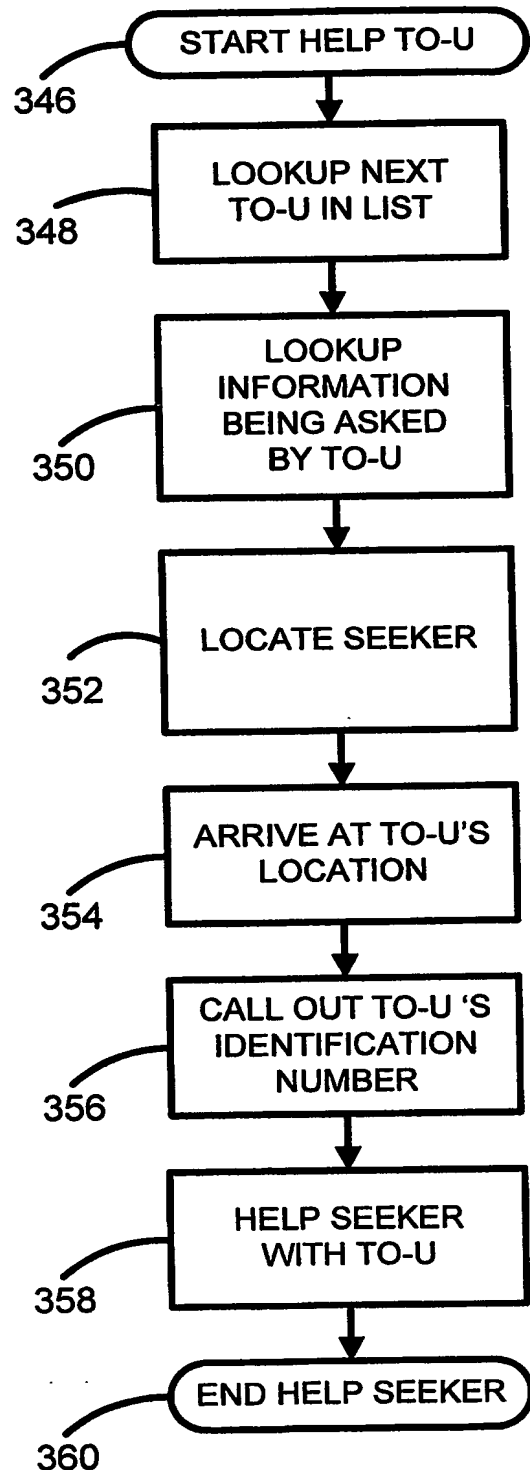
31/81

*Fig. 45*

32/81

*Fig. 46**Fig. 47*

33/81

Fig. 48Fig. 49

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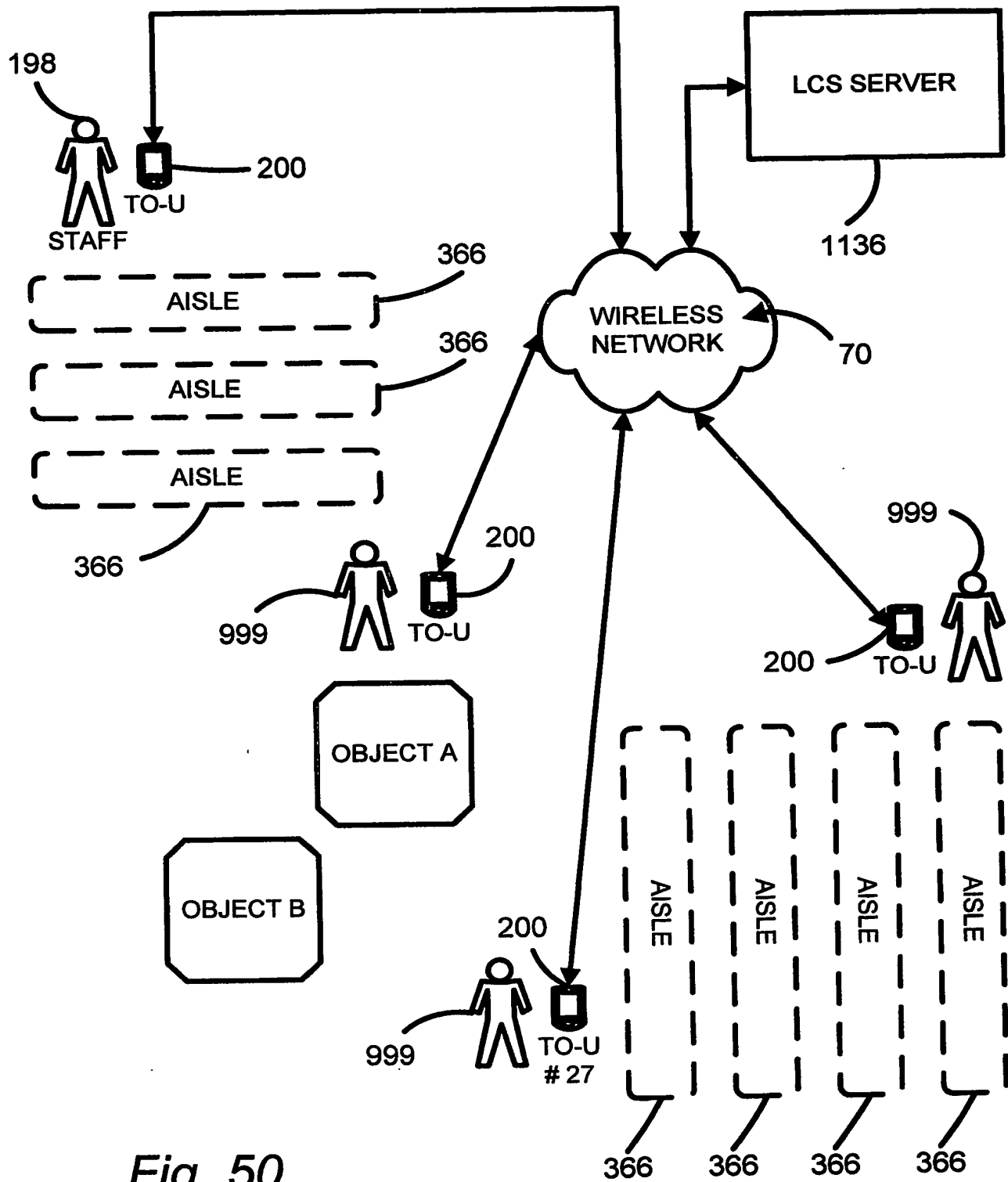


Fig. 50

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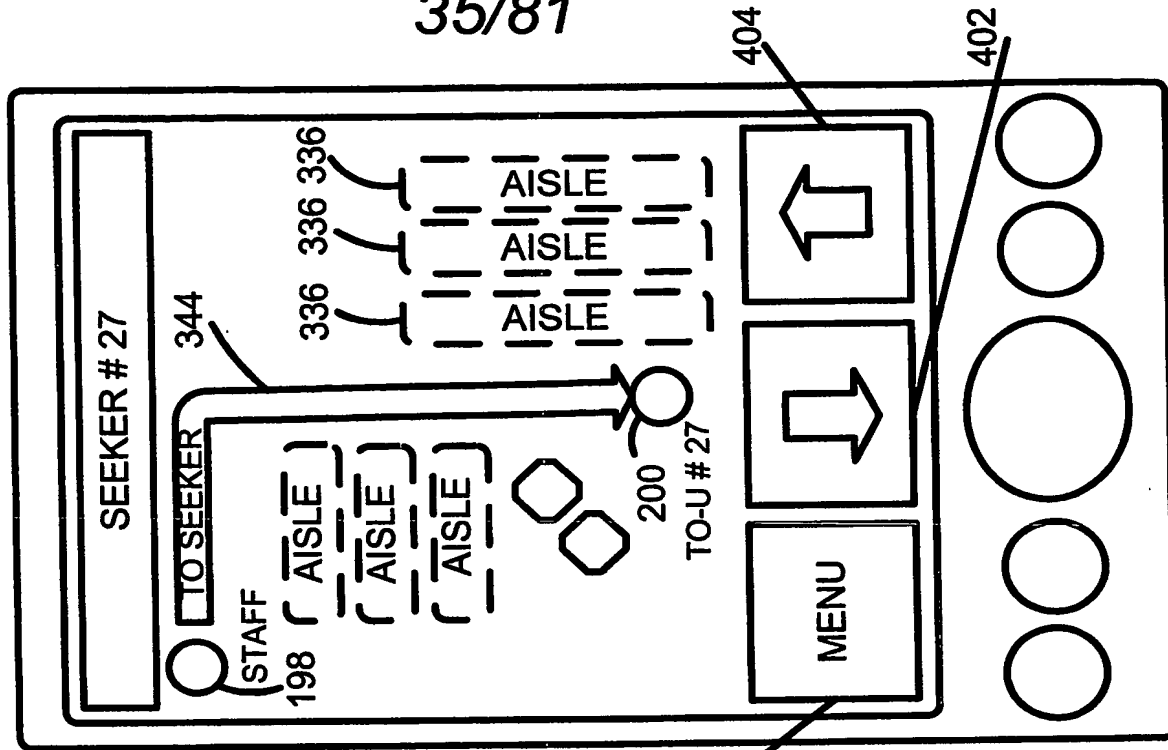


Fig. 51

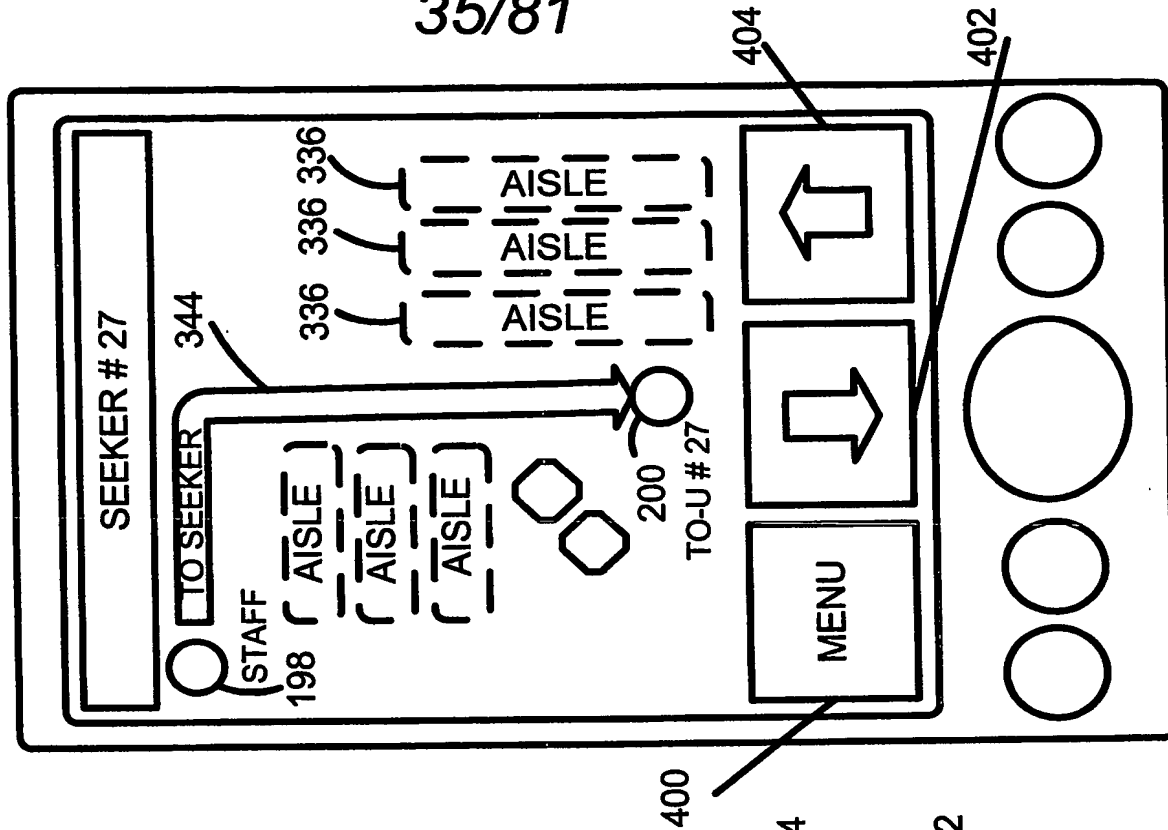


Fig. 52

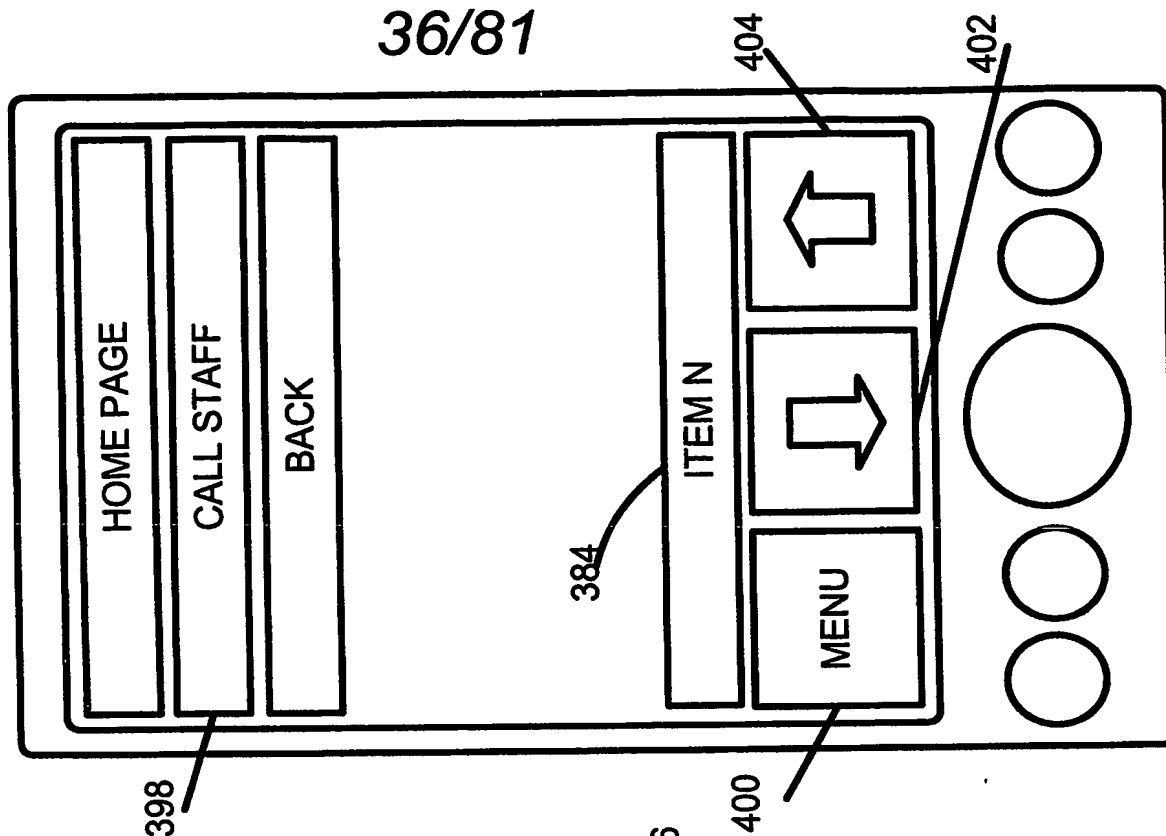


Fig. 54

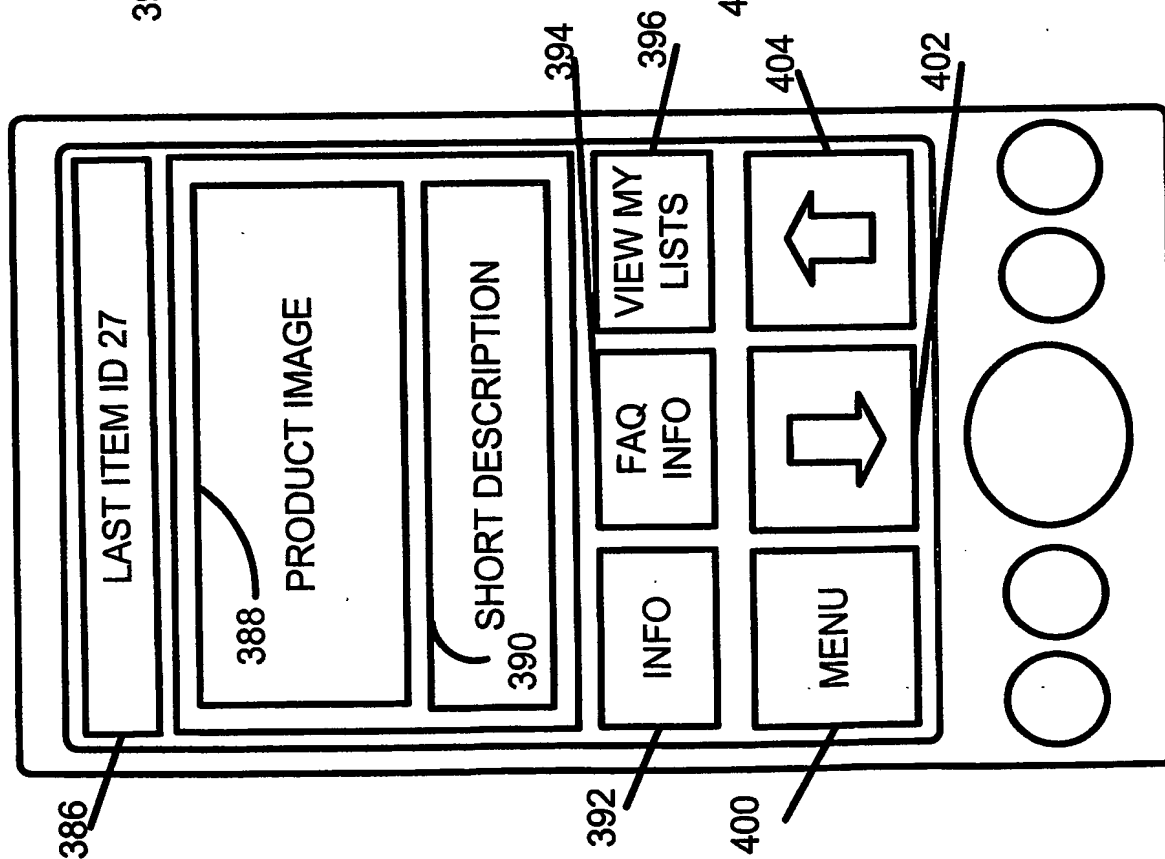


Fig. 53

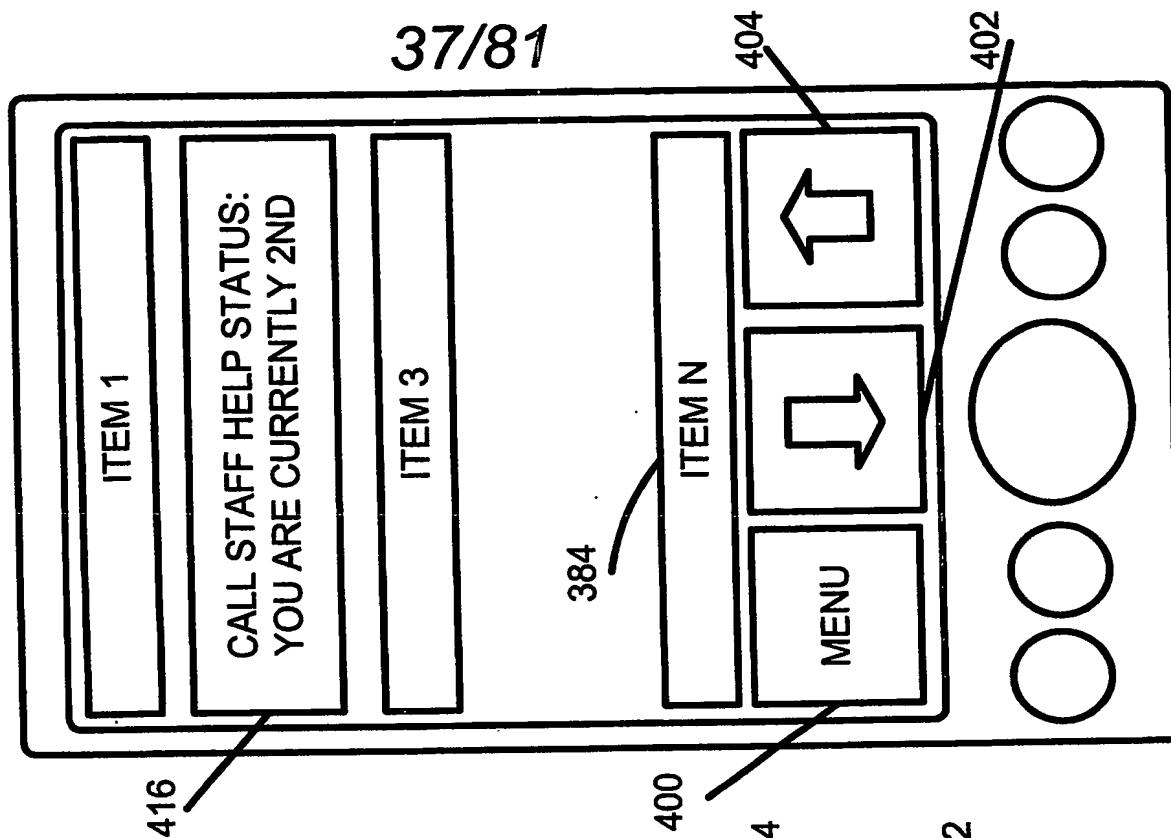


Fig. 56

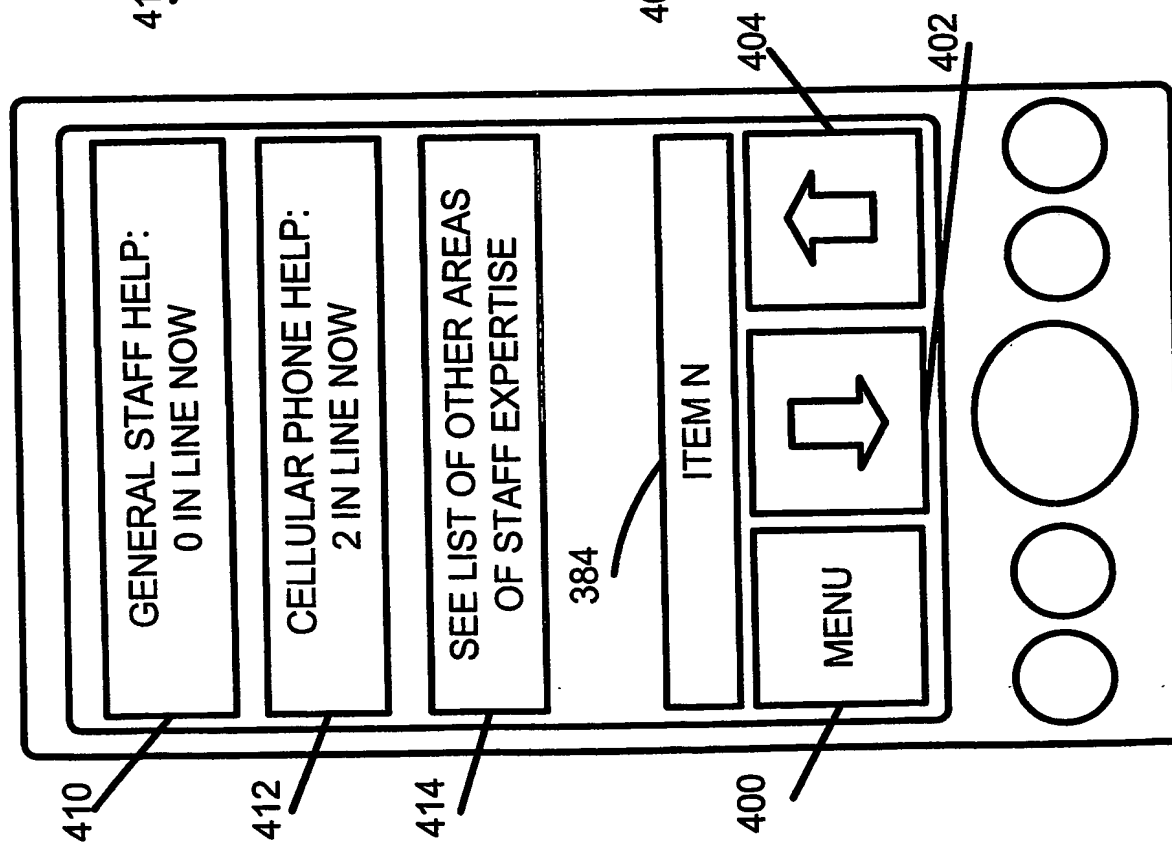
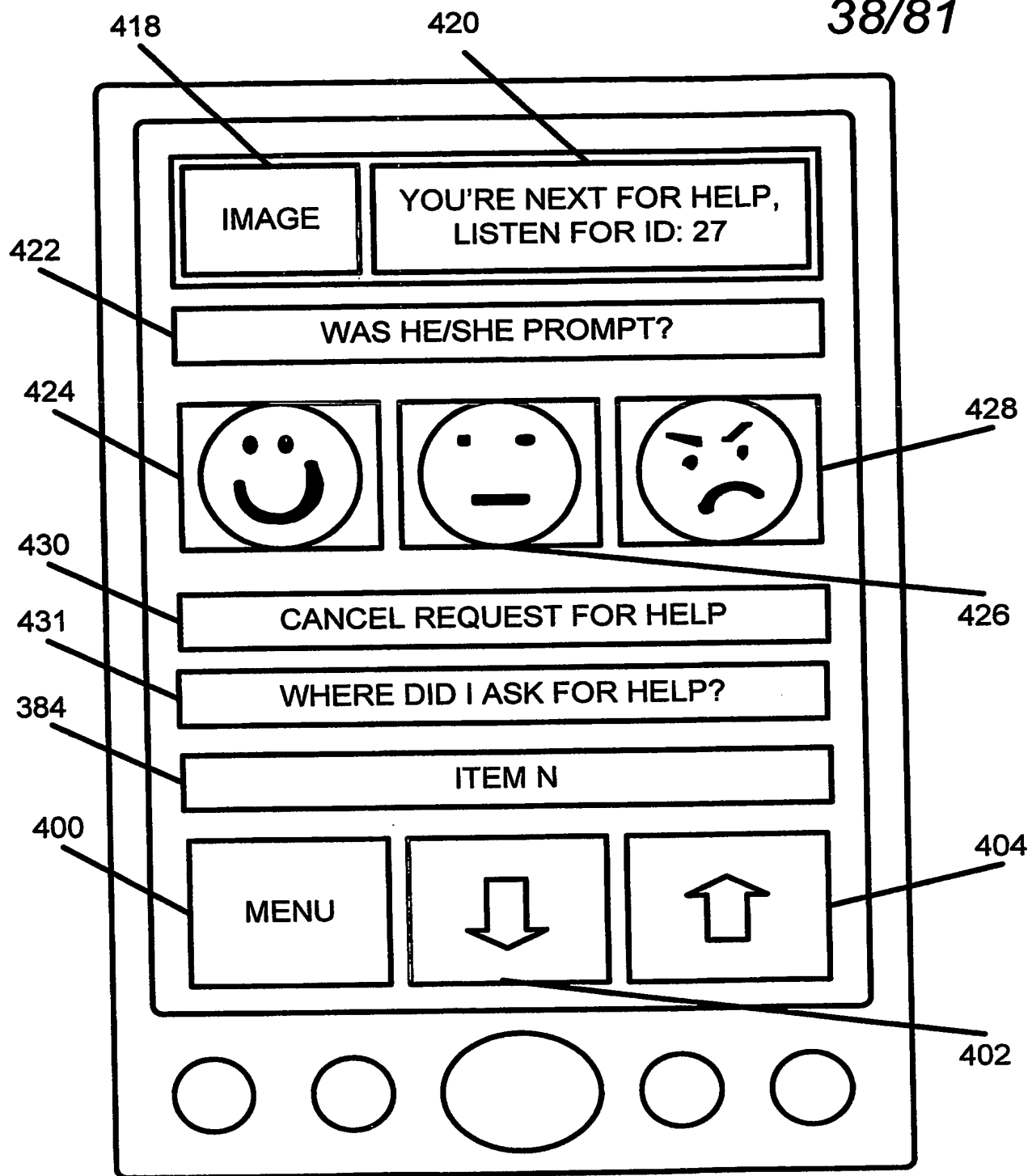
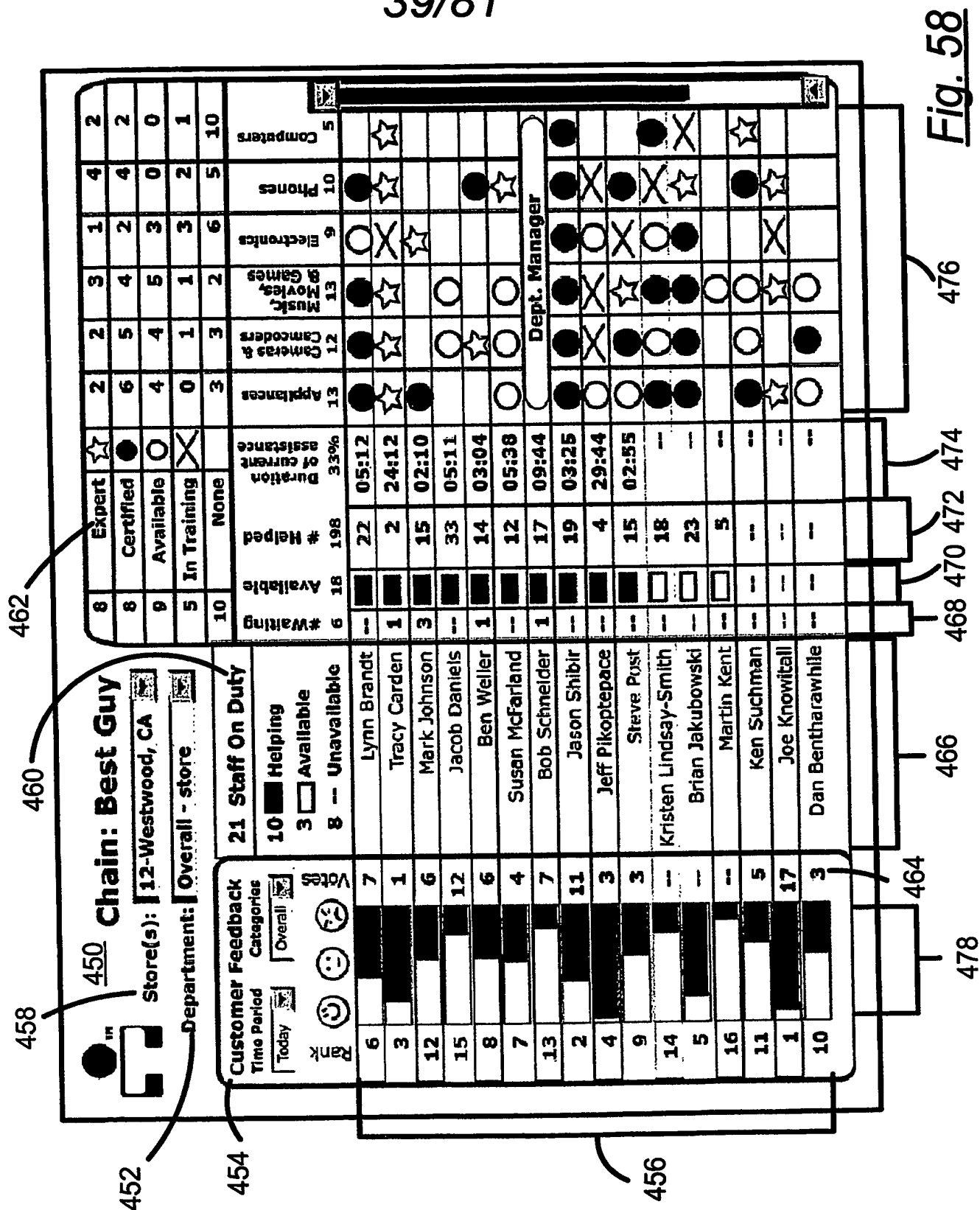


Fig. 55

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Fig. 57



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Retail Chain Name Staff Photo Here 558

Store(s): 12-Westwood, CA

Department: Software Dept.

Employee: Jason Shibir

Hired: 03/15/99

Certified: Microsoft, Adobe,
In-Tuit, Macromedia, Kenetix
Expert: None **In Training: None**

Customer Feedback

Time Period 561

Current Month 562

Rank	Overall	Prod. Knowledge	Store Knowledge	Friendliness	Promptness	Votes
1	<u>564</u>	<u>568</u>	<u>570</u>	<u>572</u>	<u>574</u>	252
1						97
4						44
3						78
1						33

Product Categories:

Phones Cameras Electronics Software Games Movies Music Printers Computers

Appliances

From: 11/01/00

To: 01/01/01

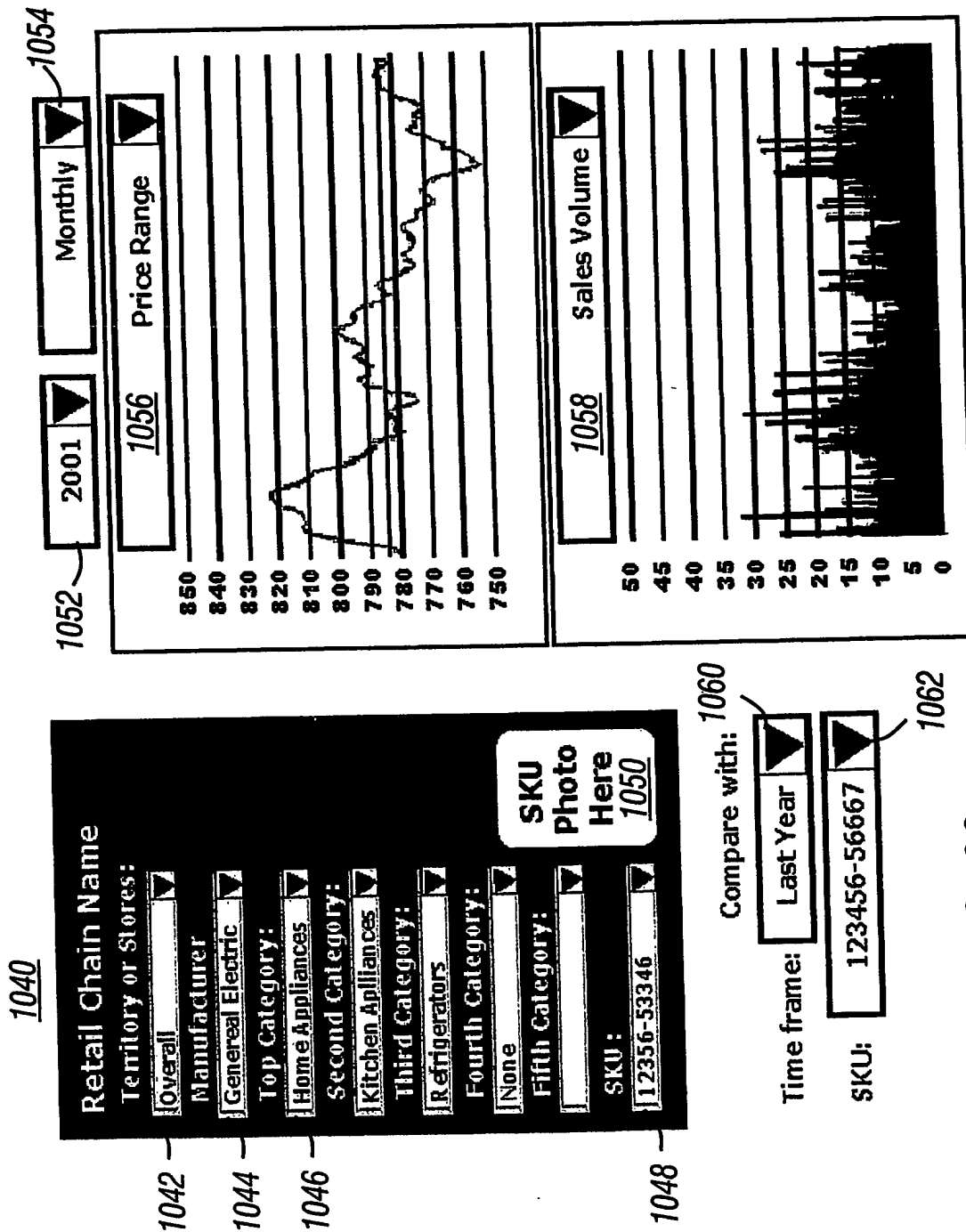
Product Info Requests 584

More Than 50%

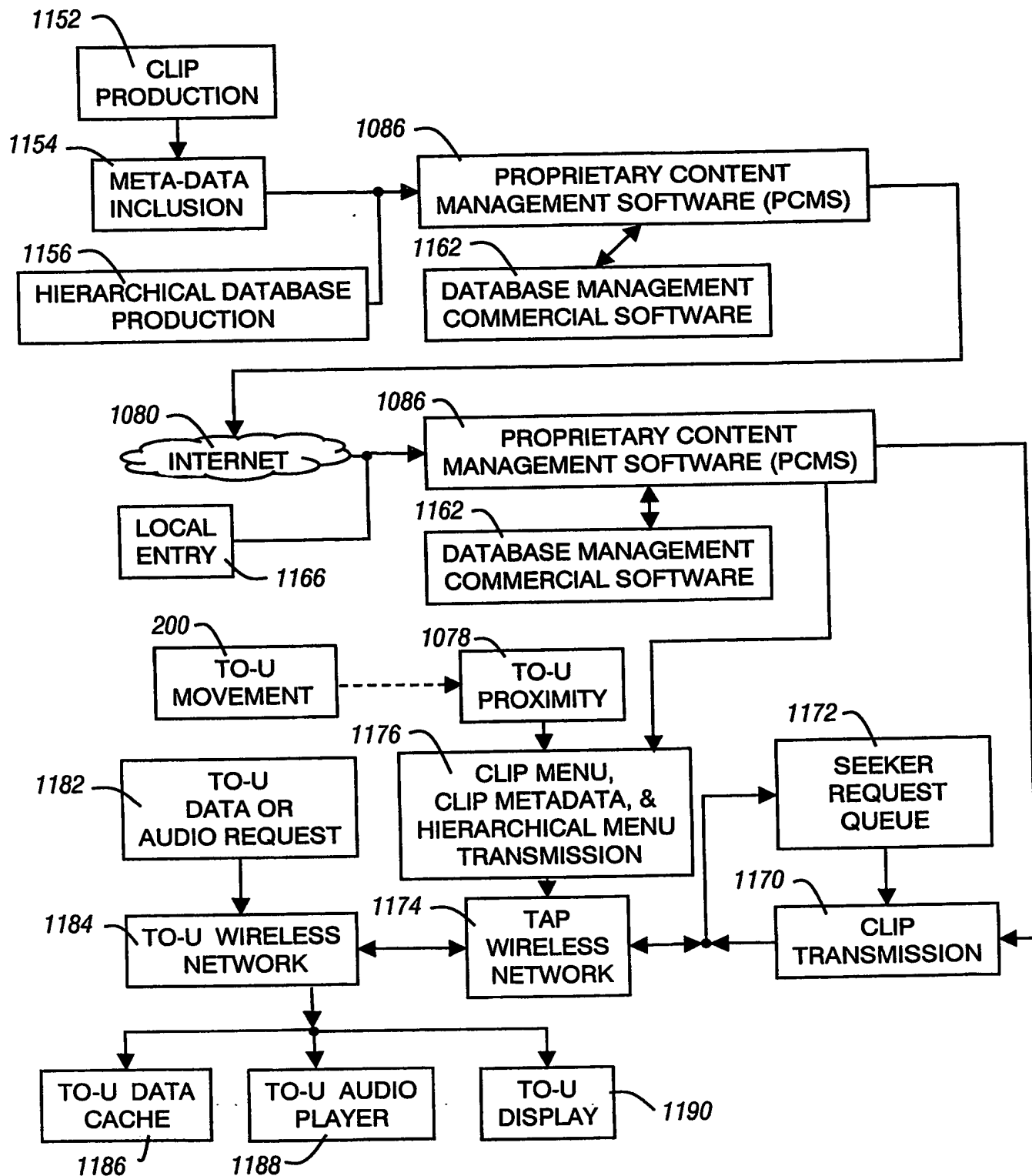
Compare with: None

FIG.59

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FIG. 61

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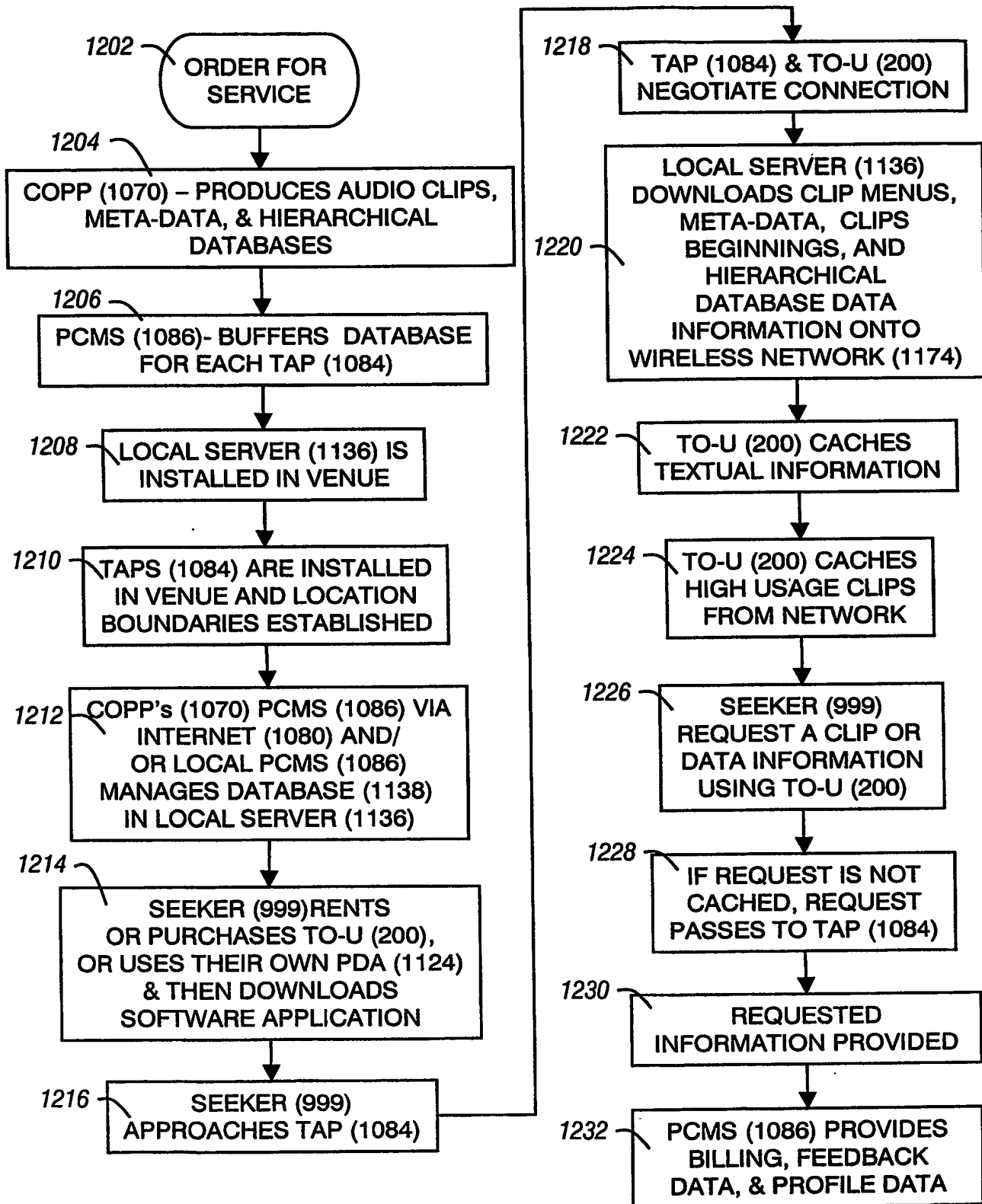


FIG. 62

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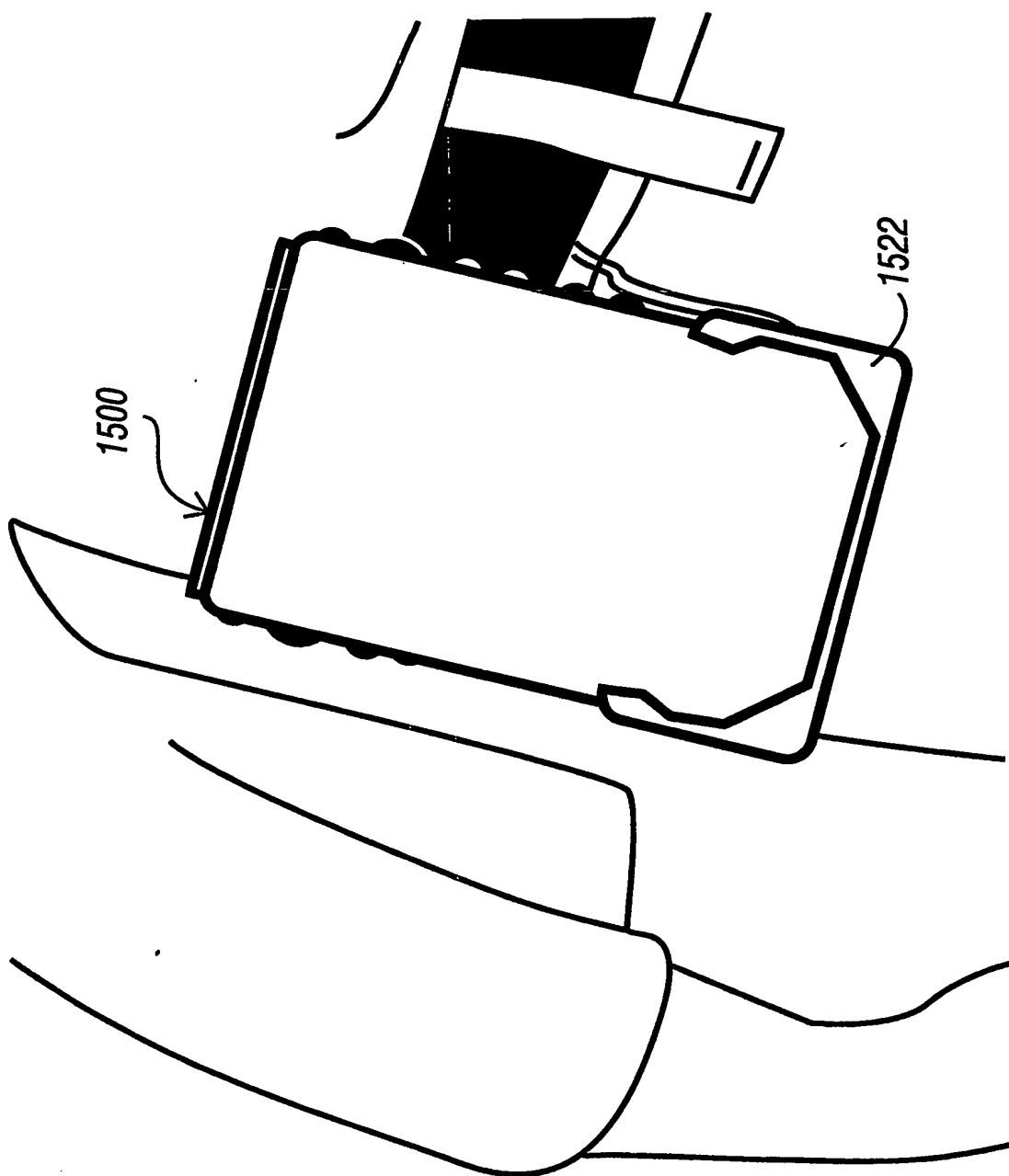
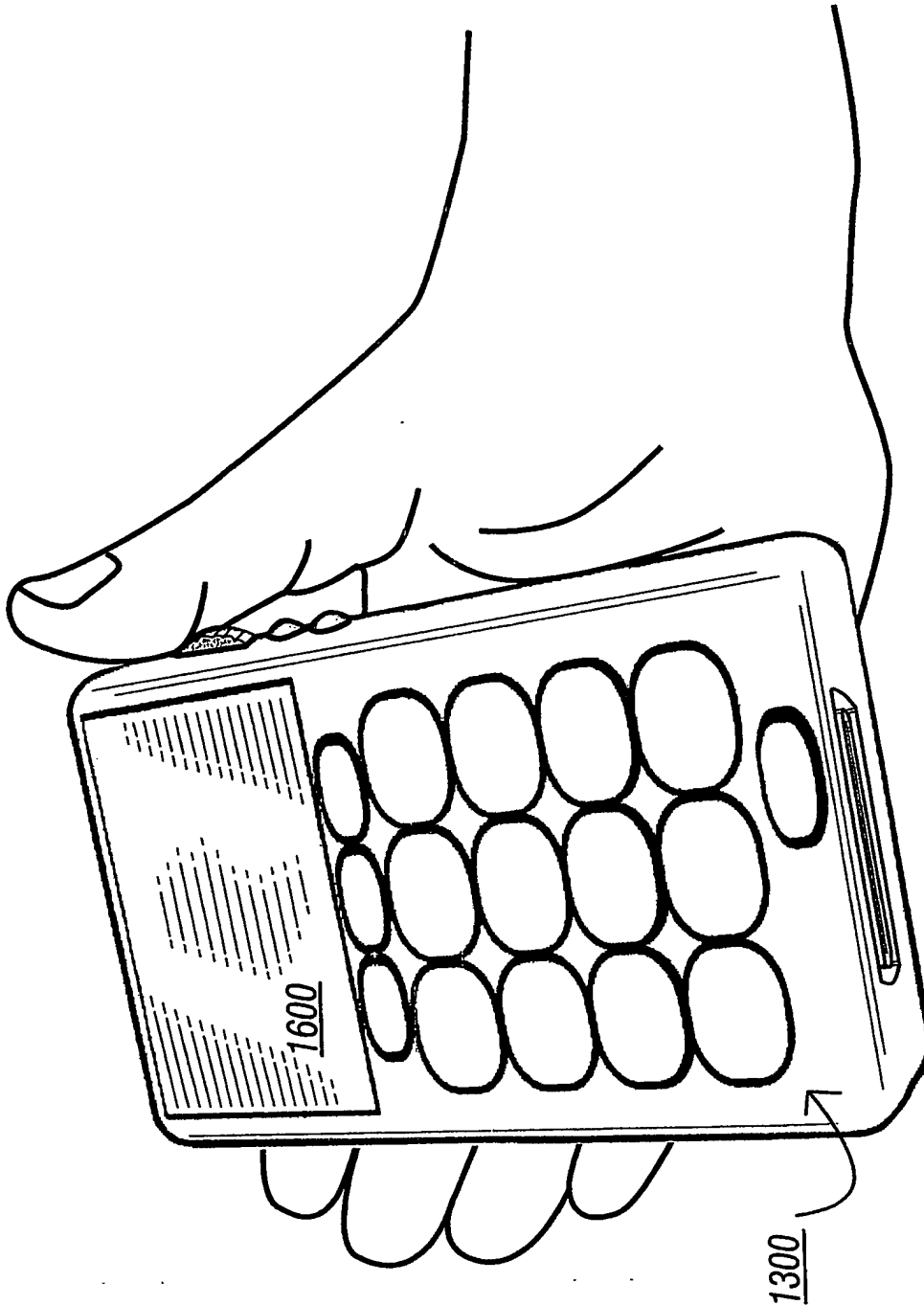


FIG. 63

45/81

FIG. 64

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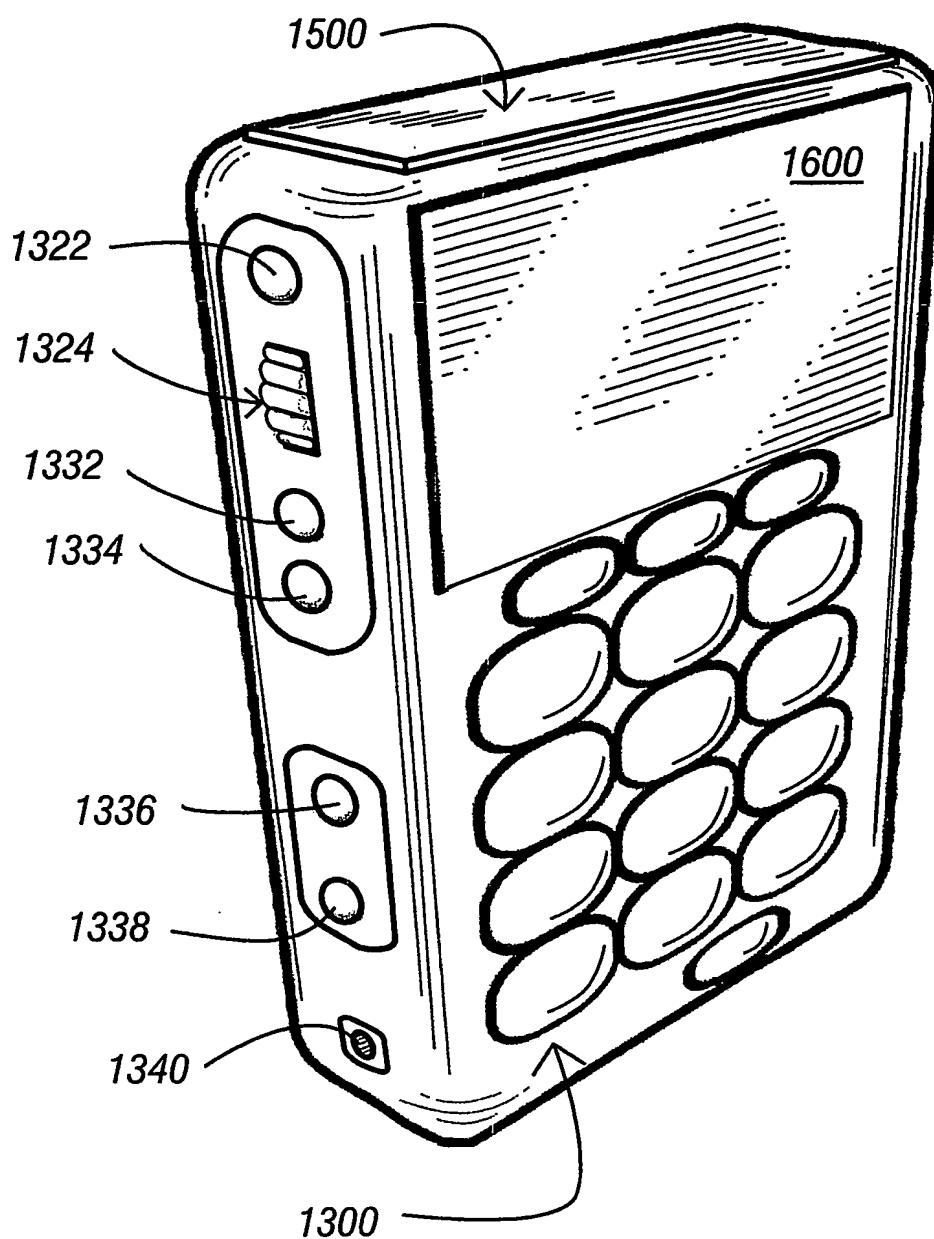


FIG. 65

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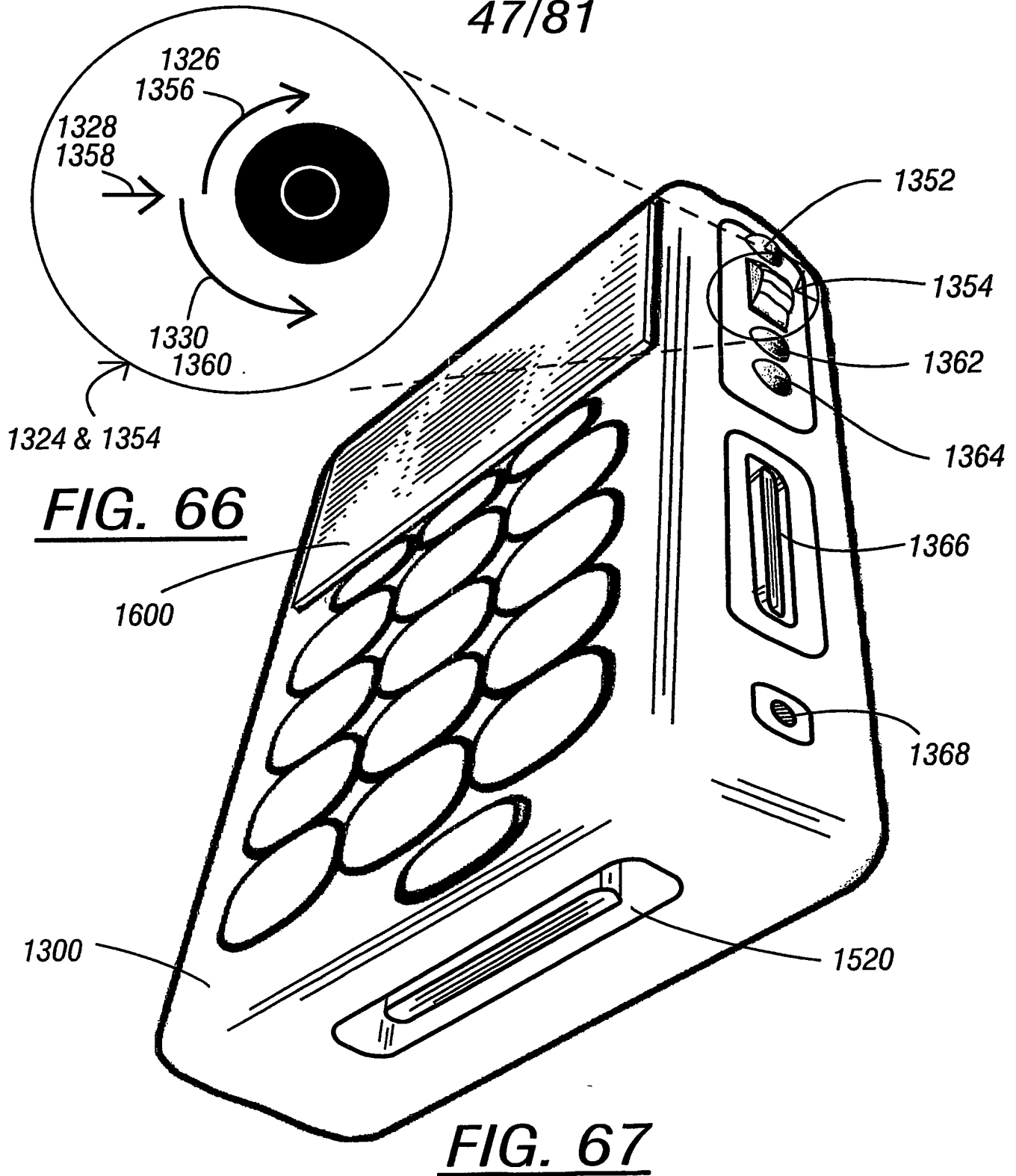
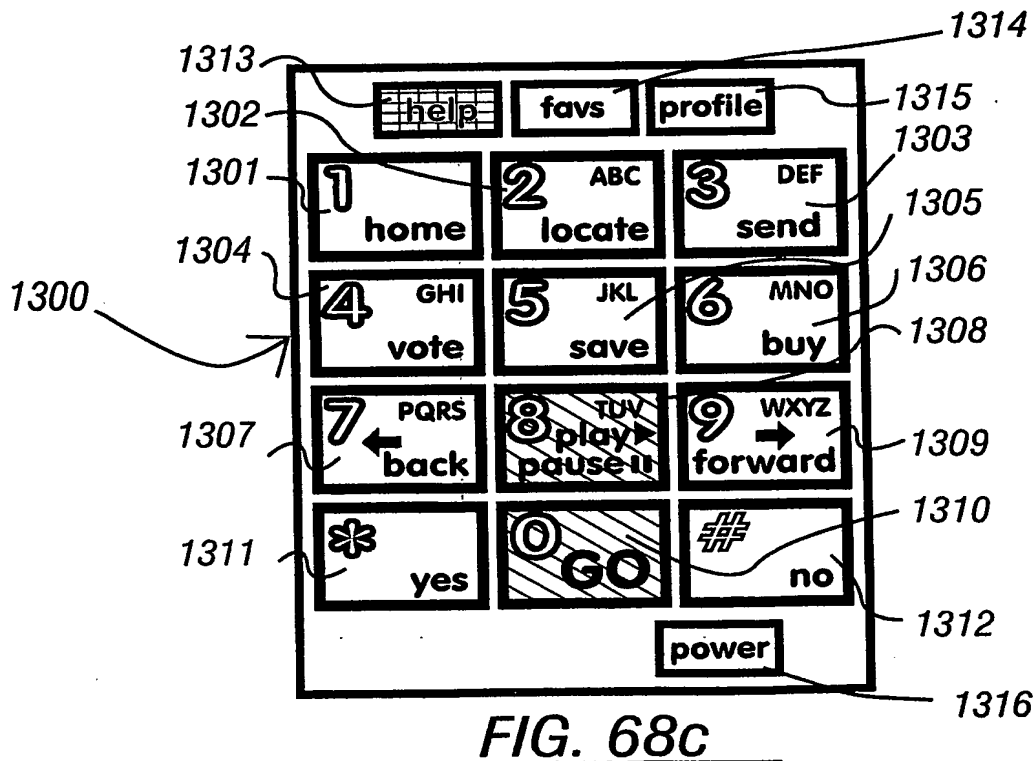
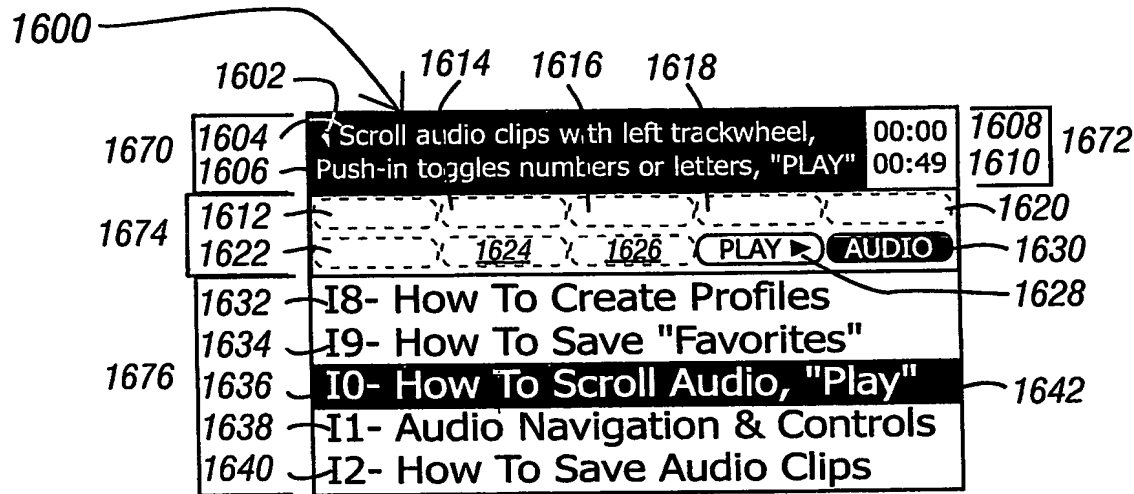
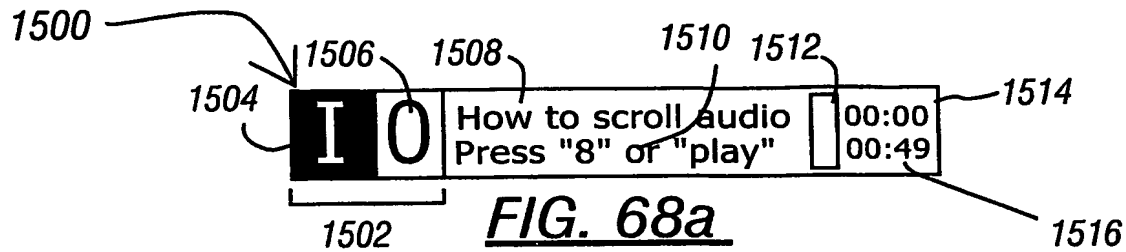
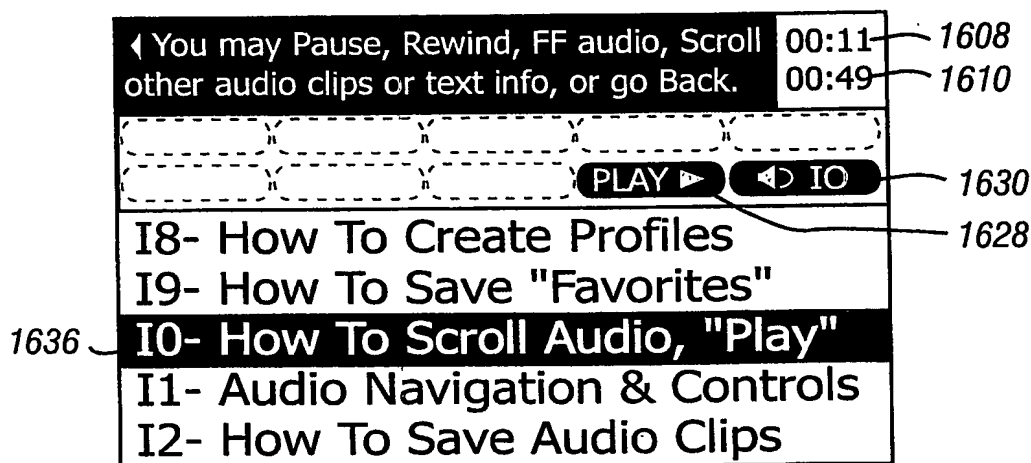
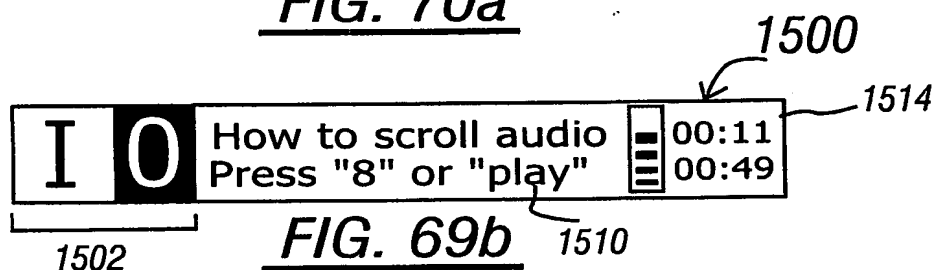
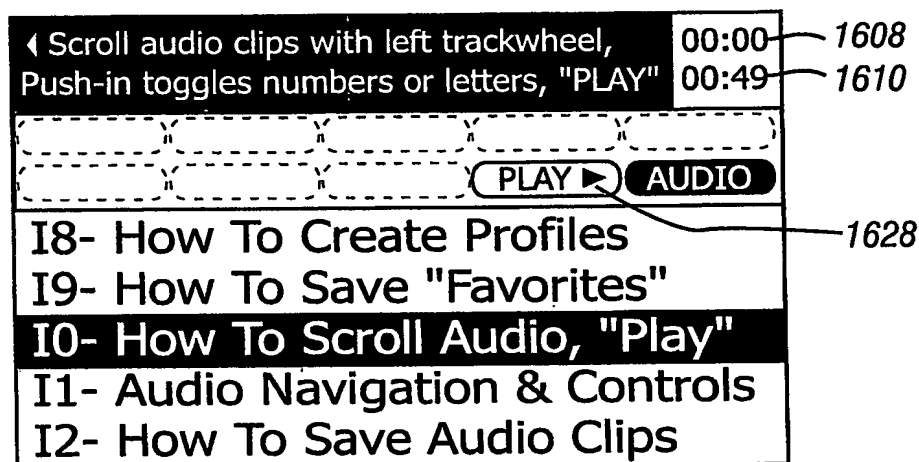
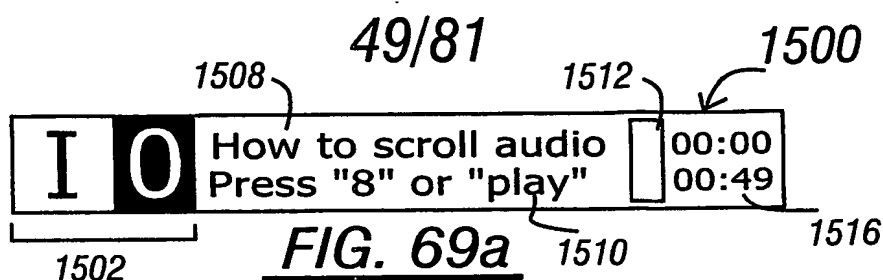


FIG. 66

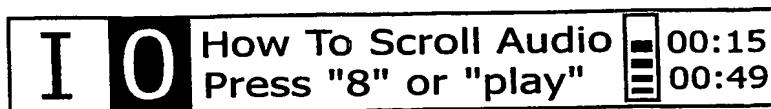
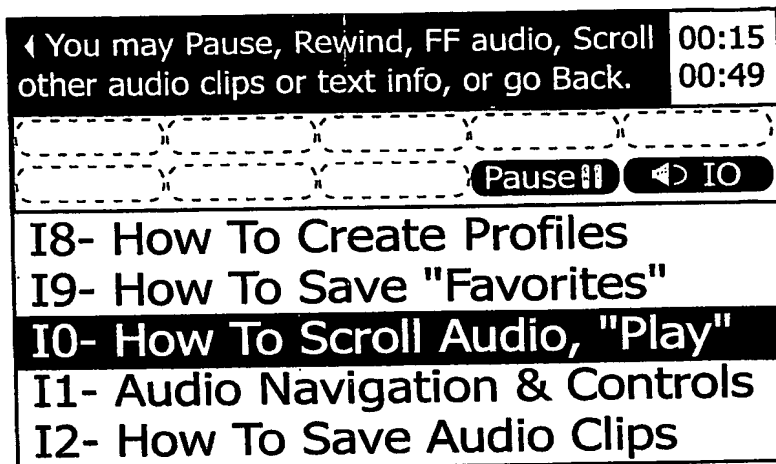
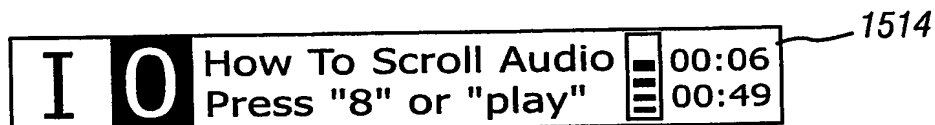
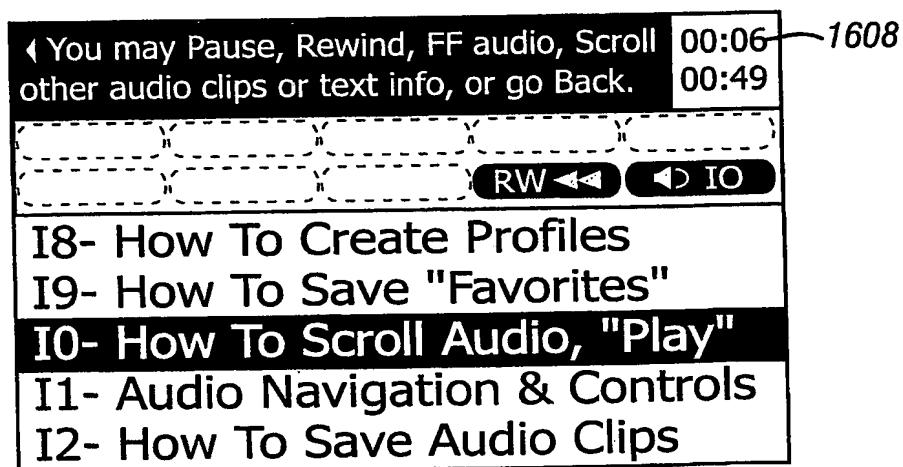
FIG. 67

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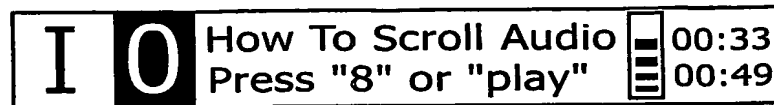




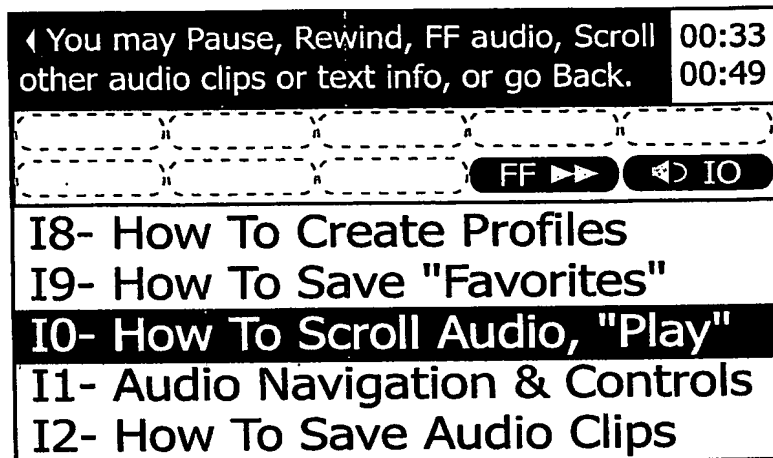
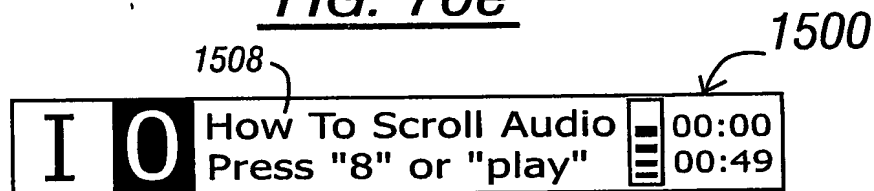
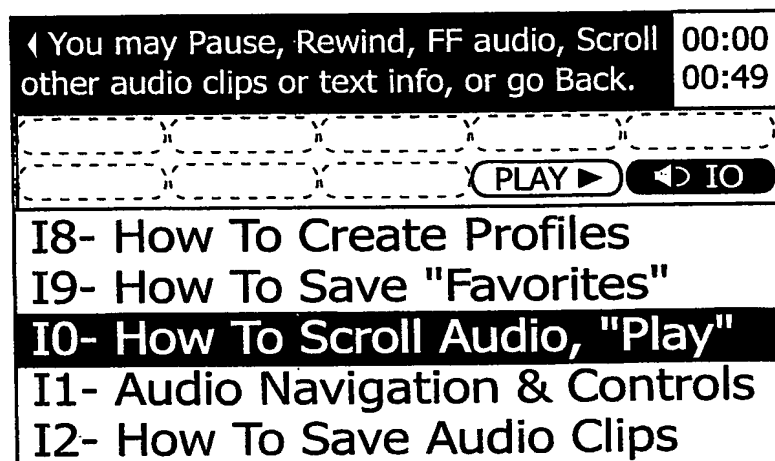
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FIG. 69cFIG. 70cFIG. 69dFIG. 70d

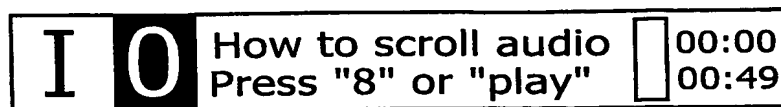
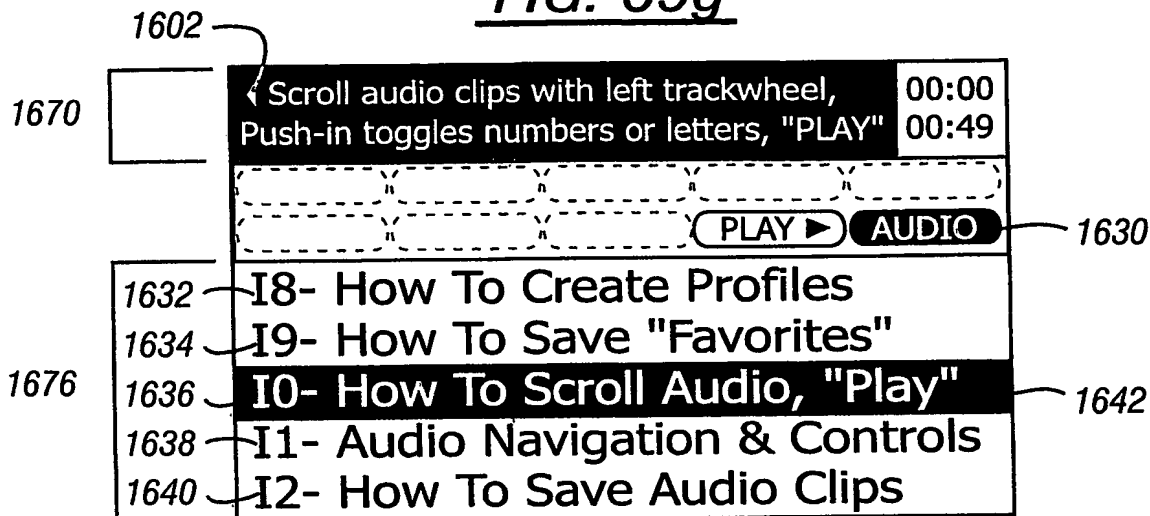
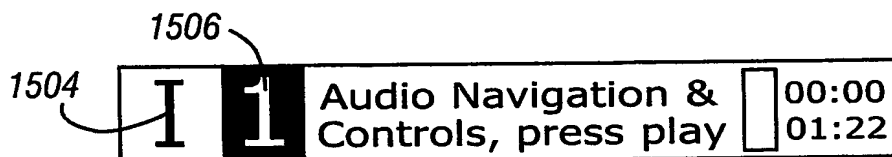
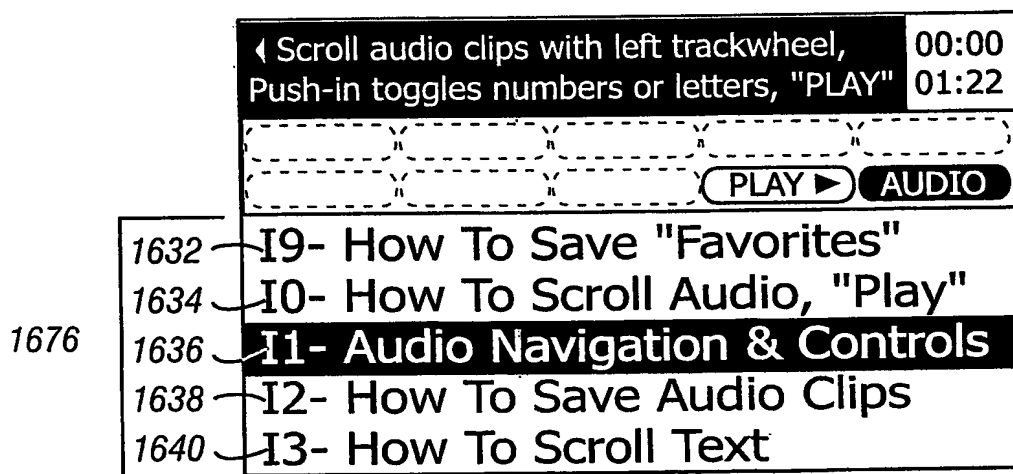
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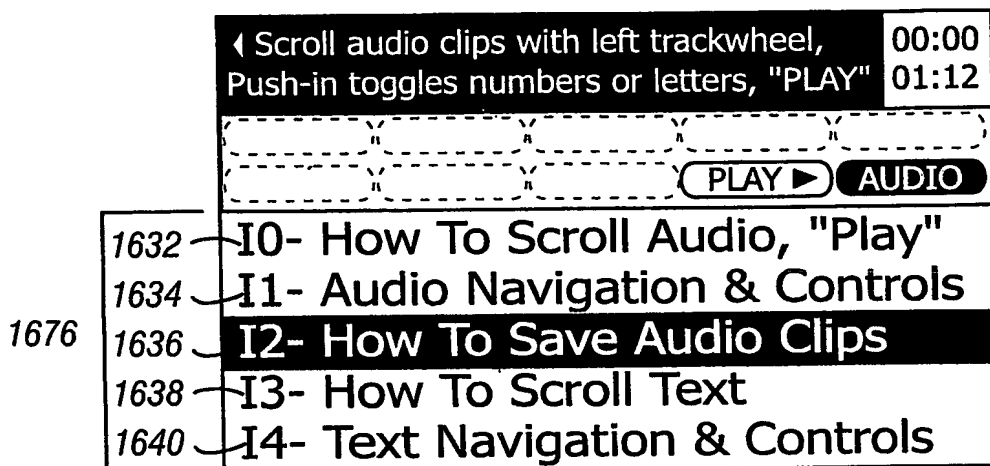
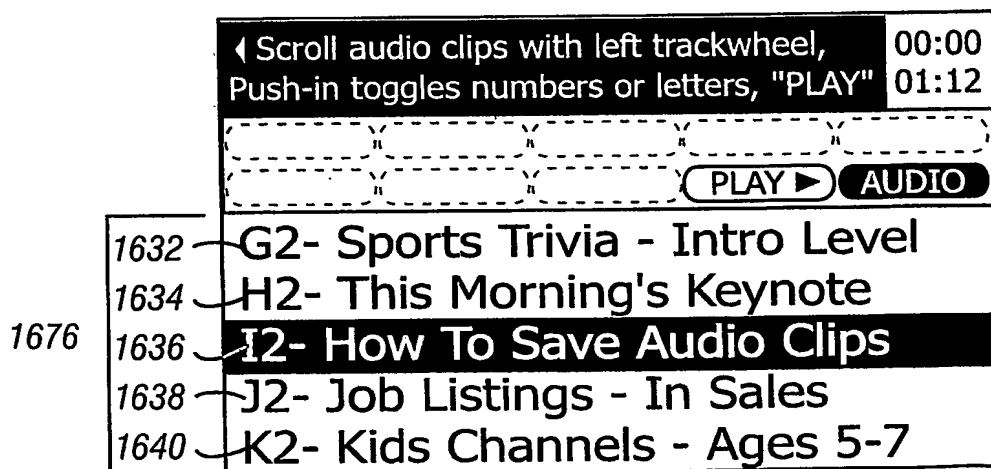
1502

FIG. 69eFIG. 70eFIG. 69fFIG. 70f

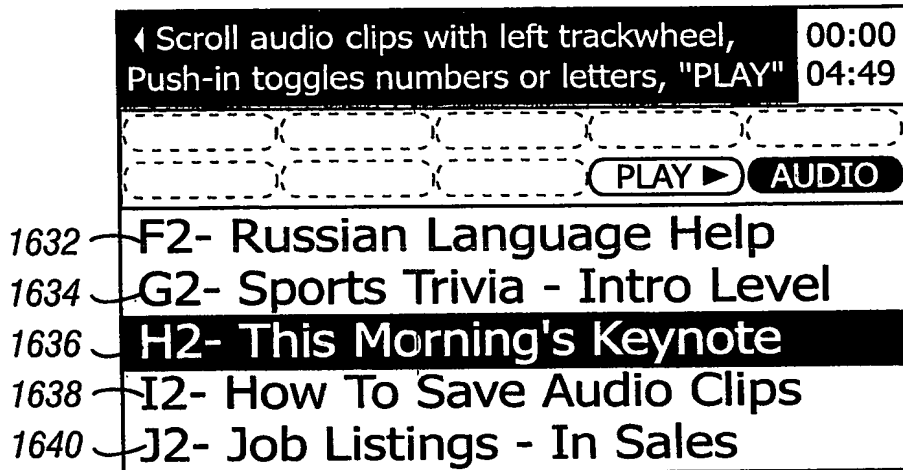
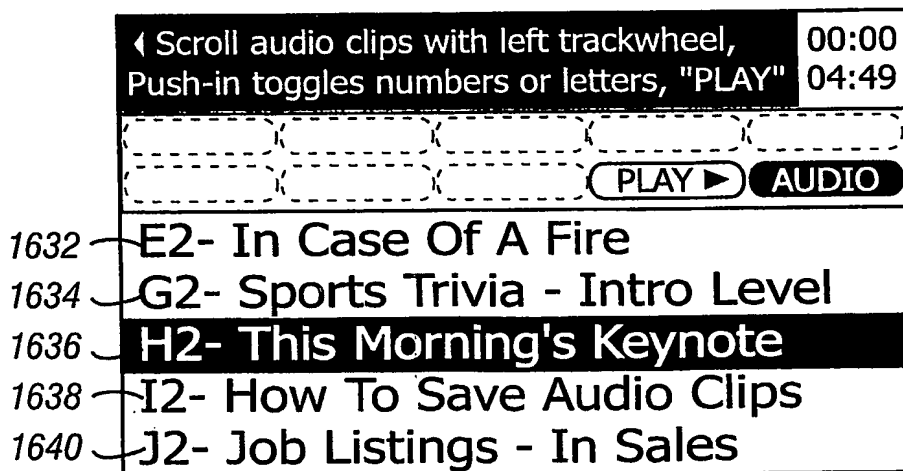
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FIG. 69gFIG. 70gFIG. 69hFIG. 70h

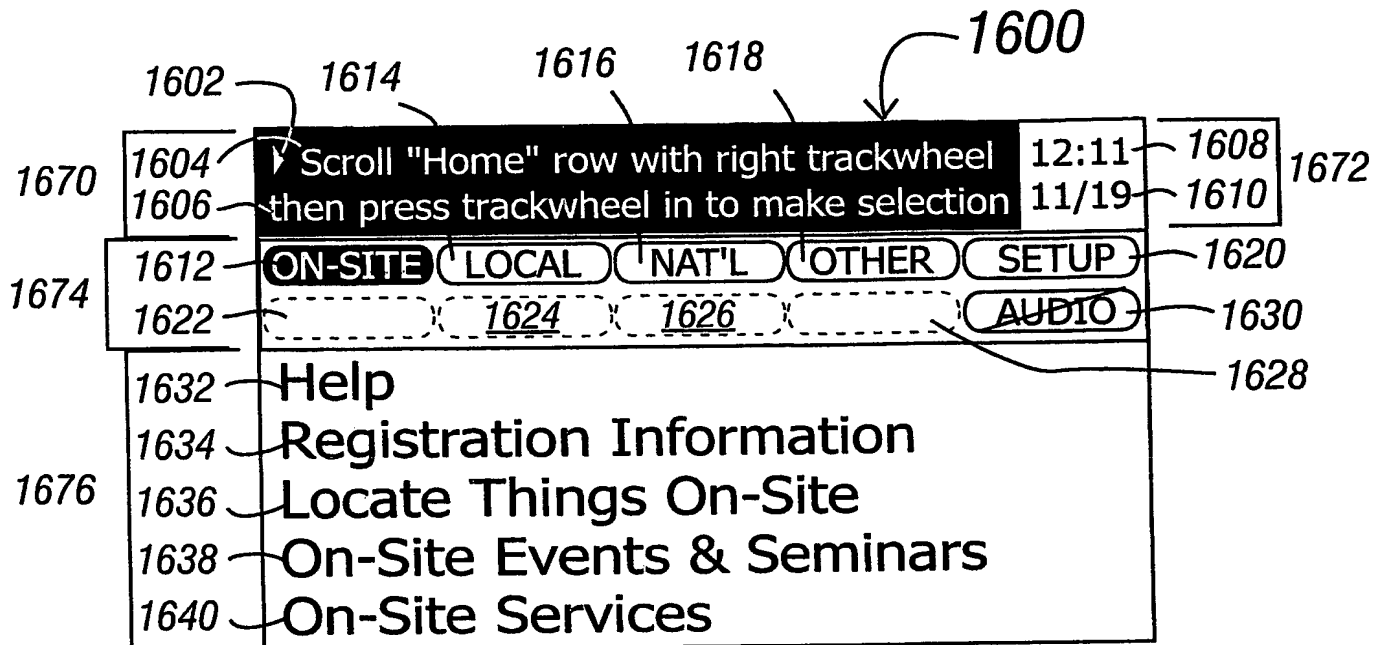
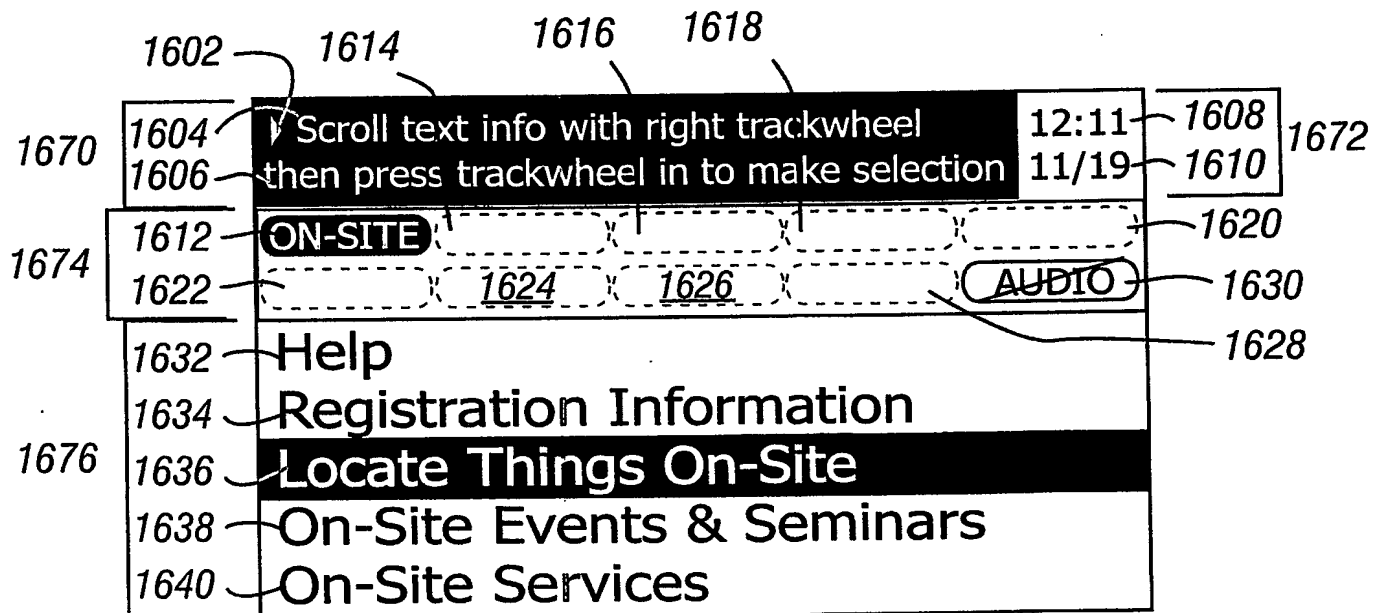
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FIG. 69iFIG. 70iFIG. 69jFIG. 70j

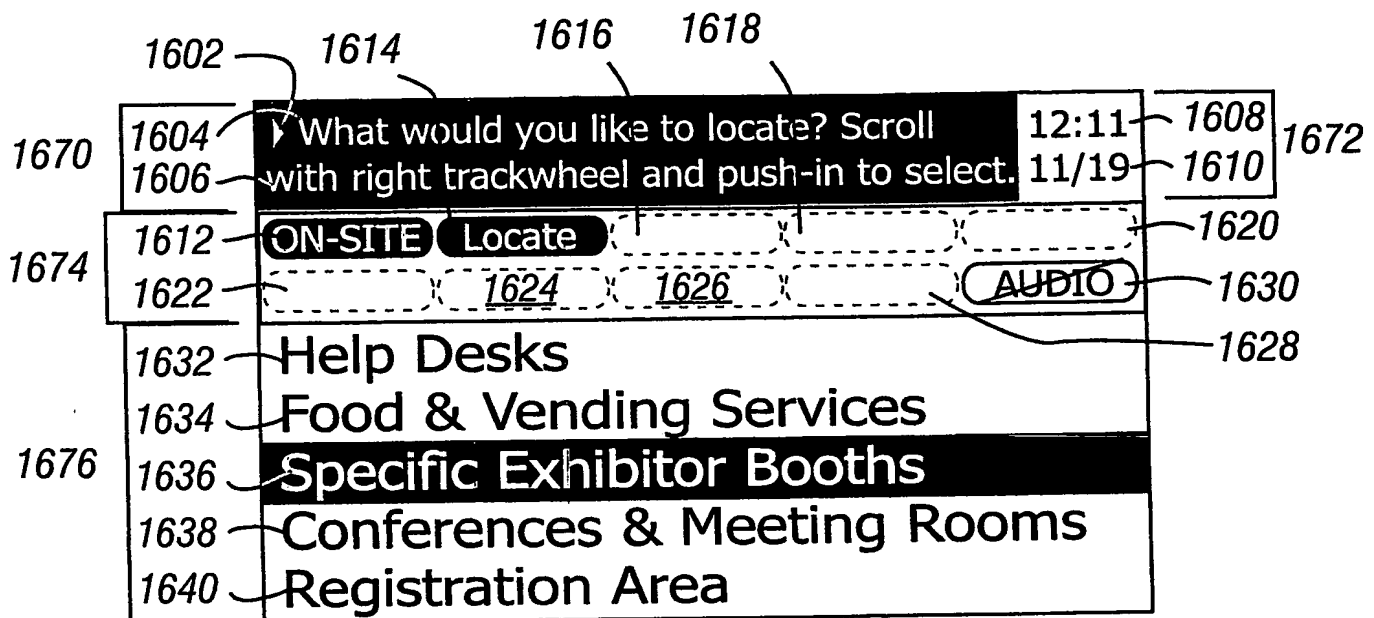
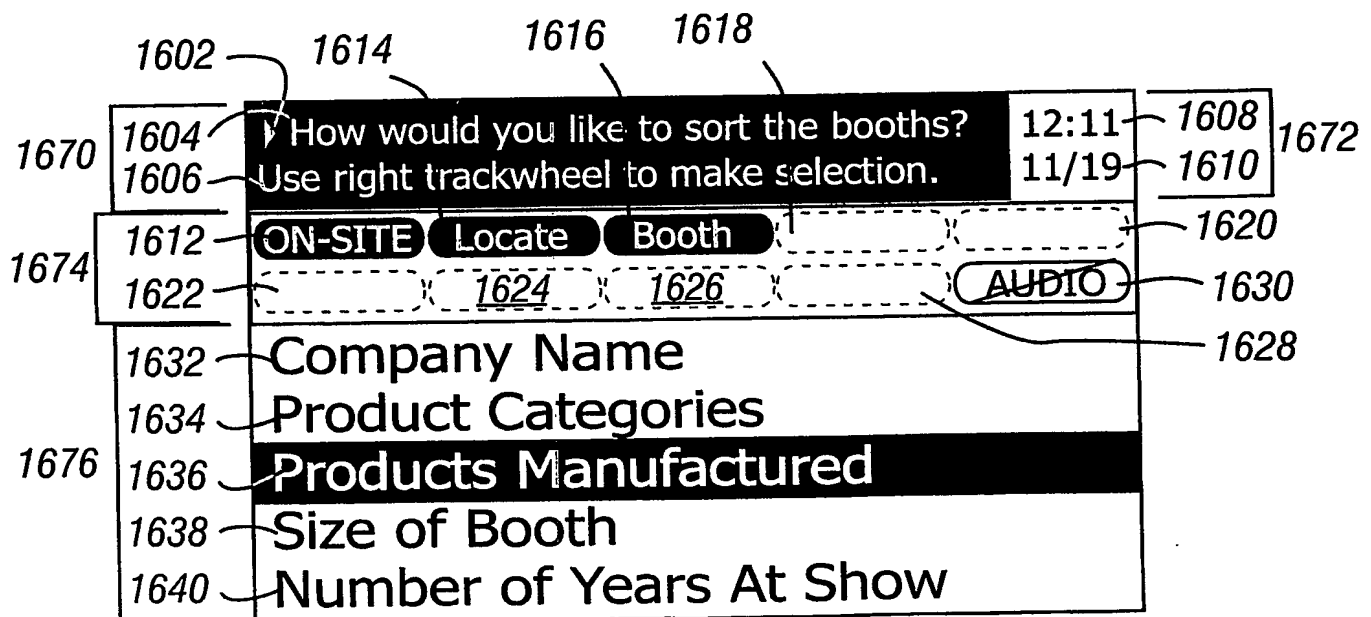
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FIG. 69kFIG. 90kFIG. 69lFIG. 90l

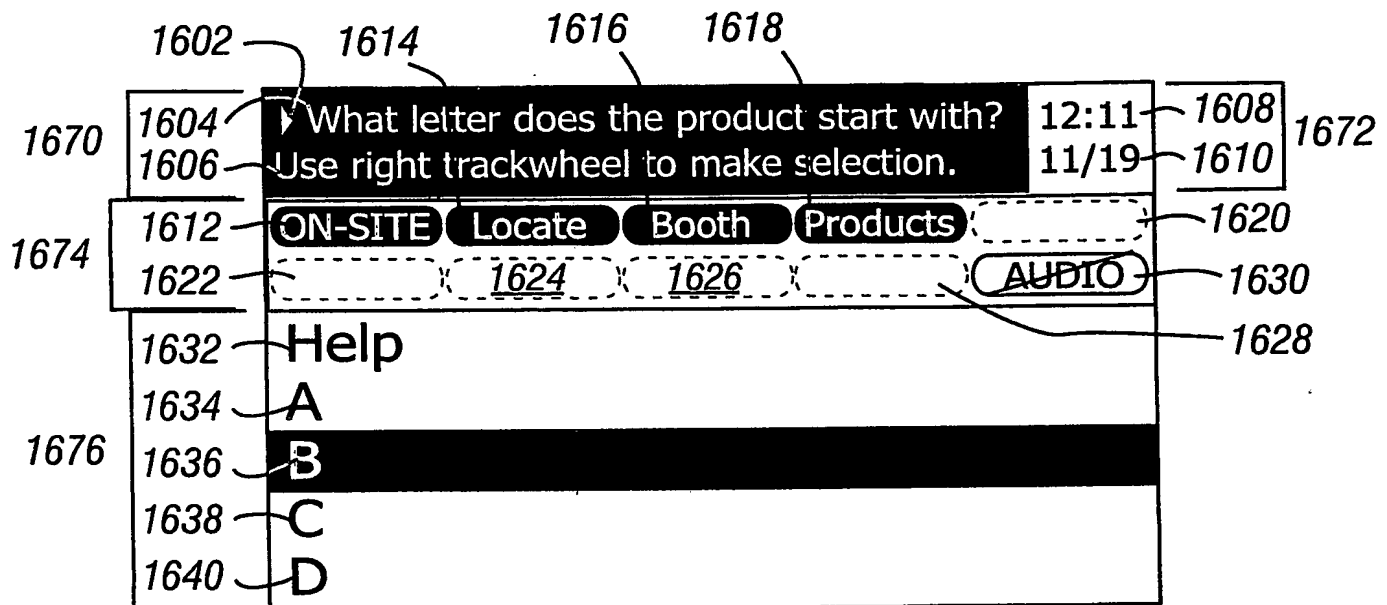
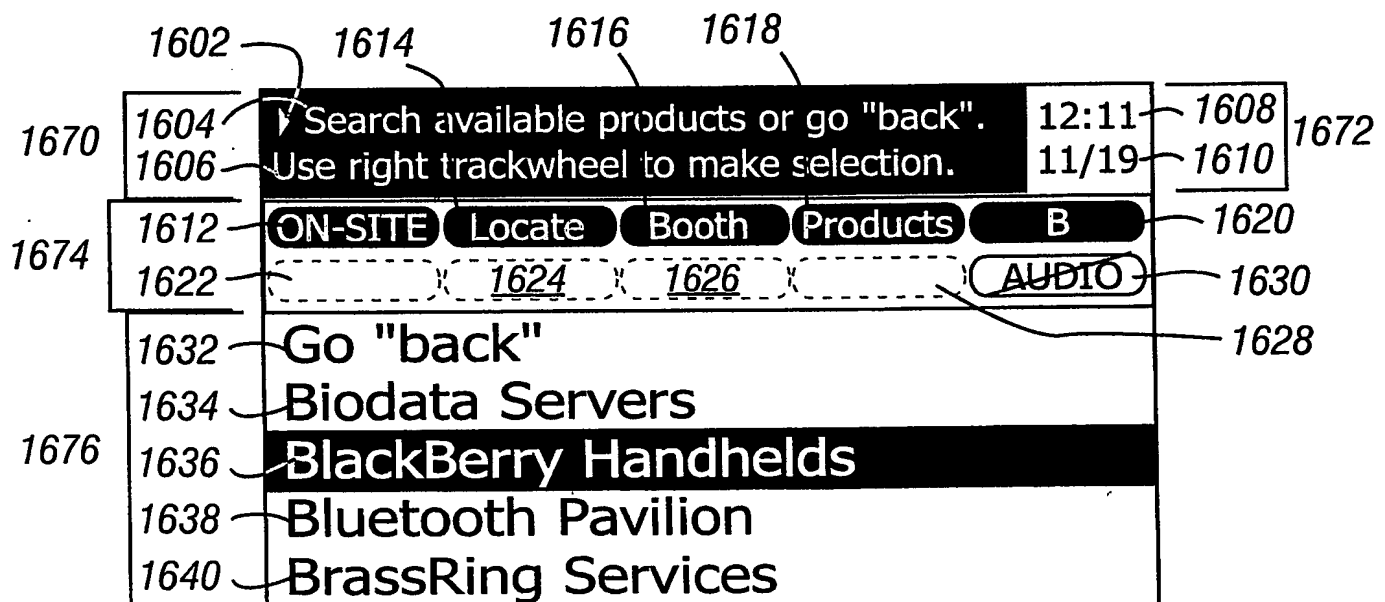
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FIG. 71aFIG. 71b

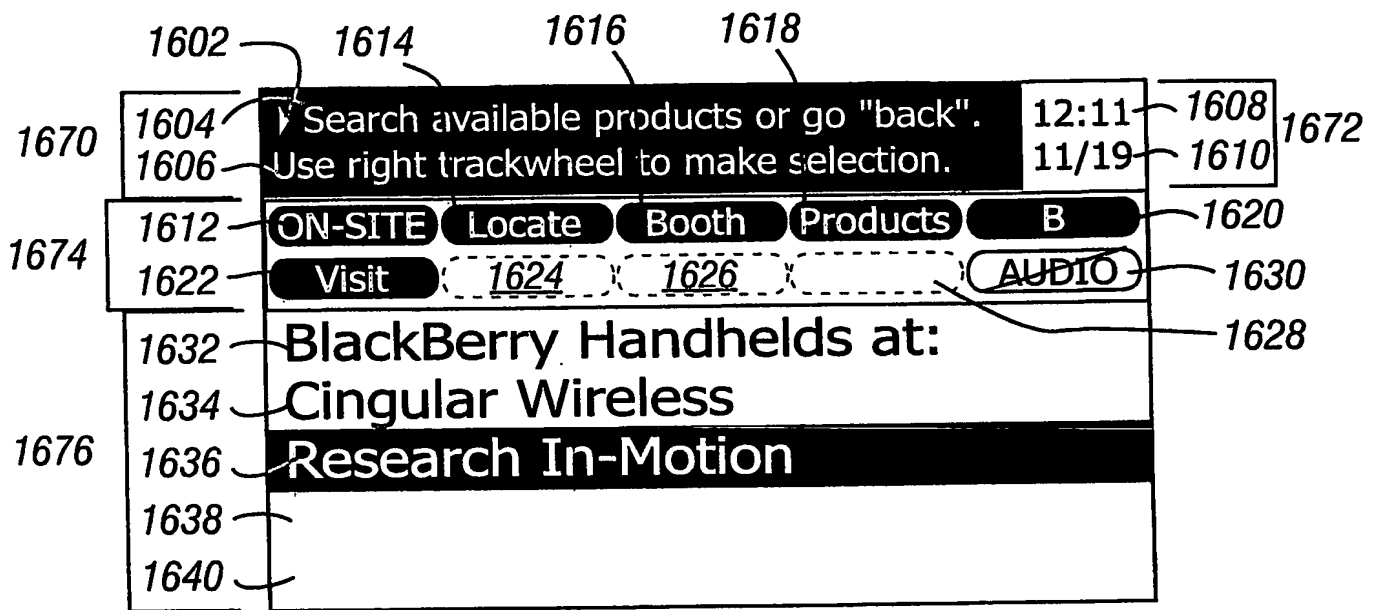
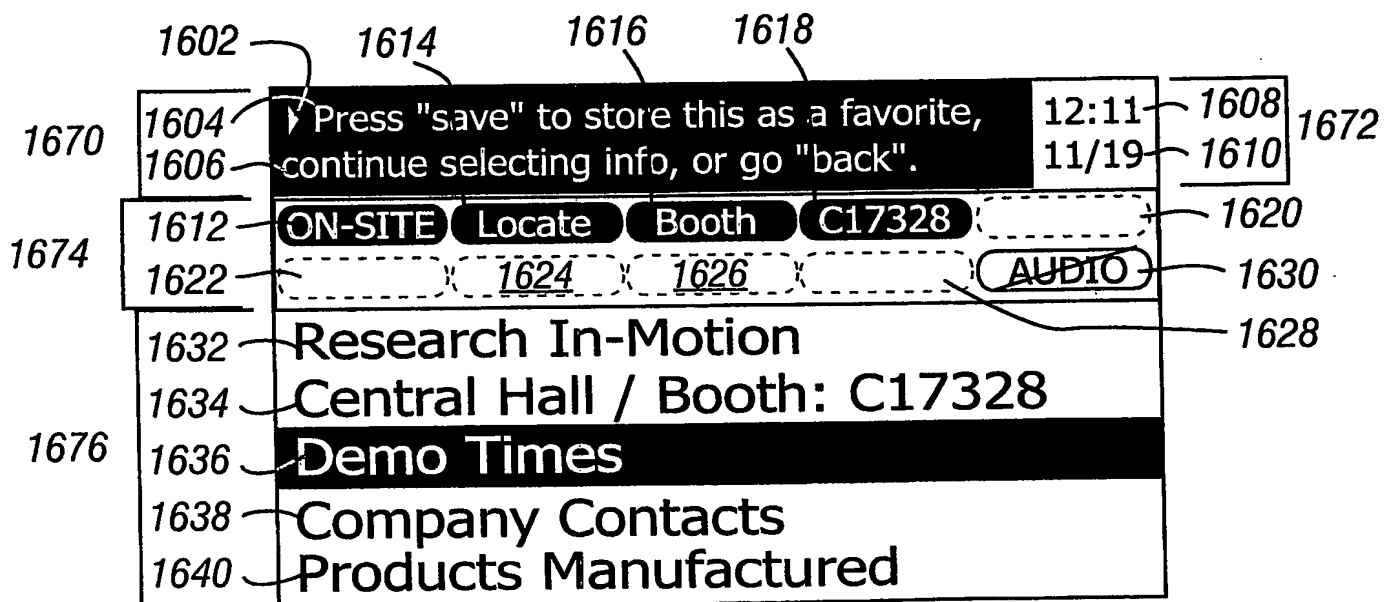
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FIG. 71cFIG. 71d

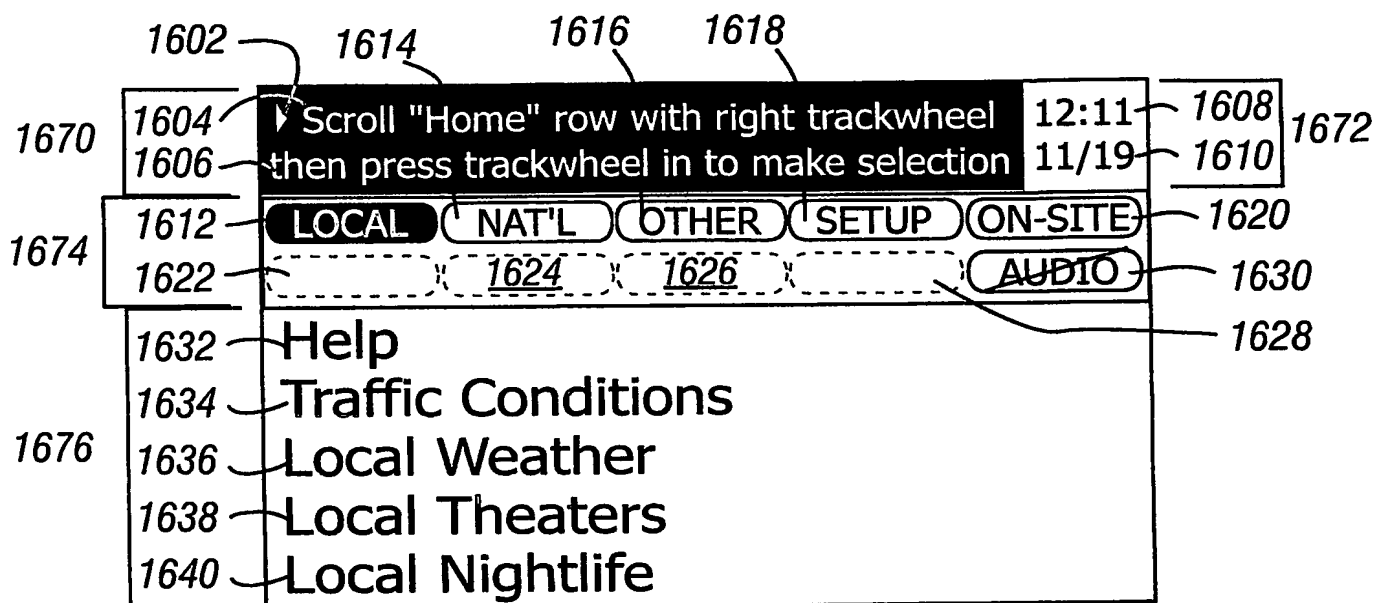
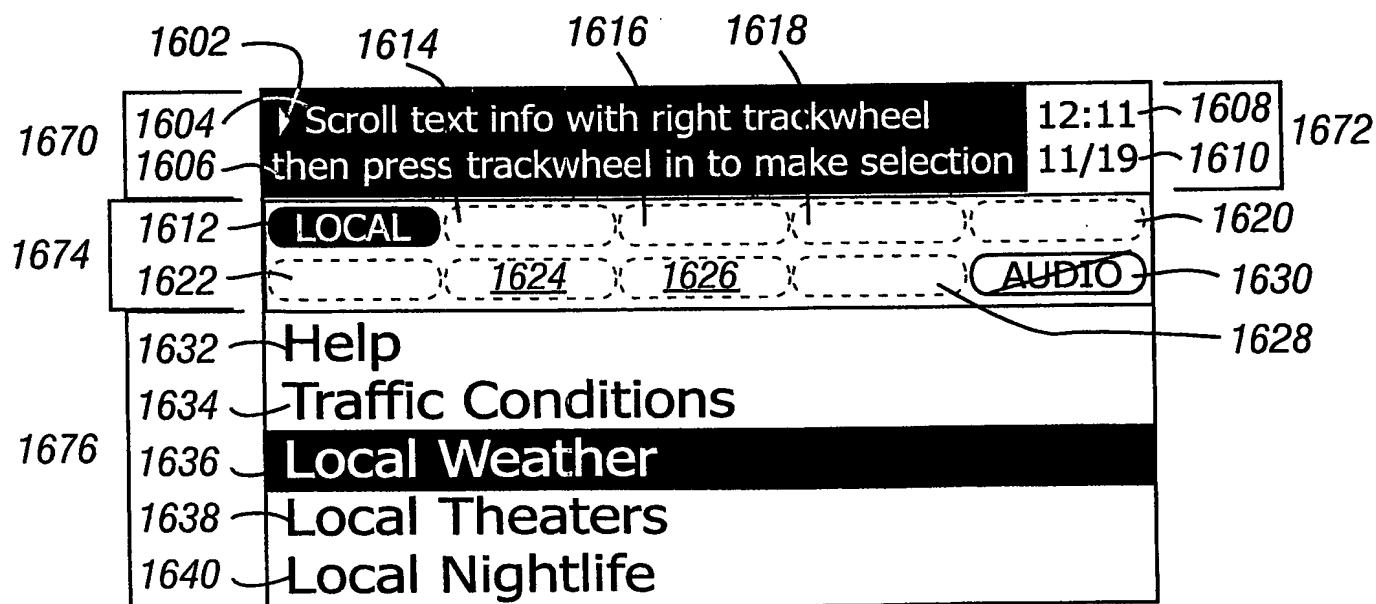
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FIG. 71eFIG. 71f

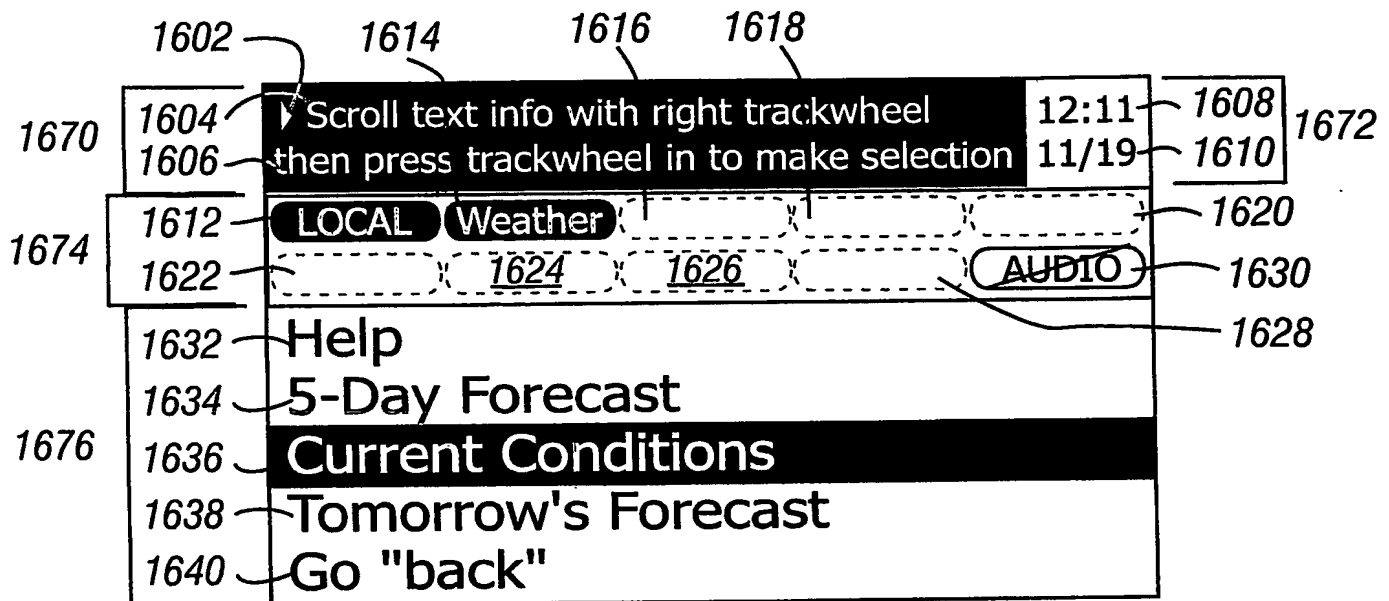
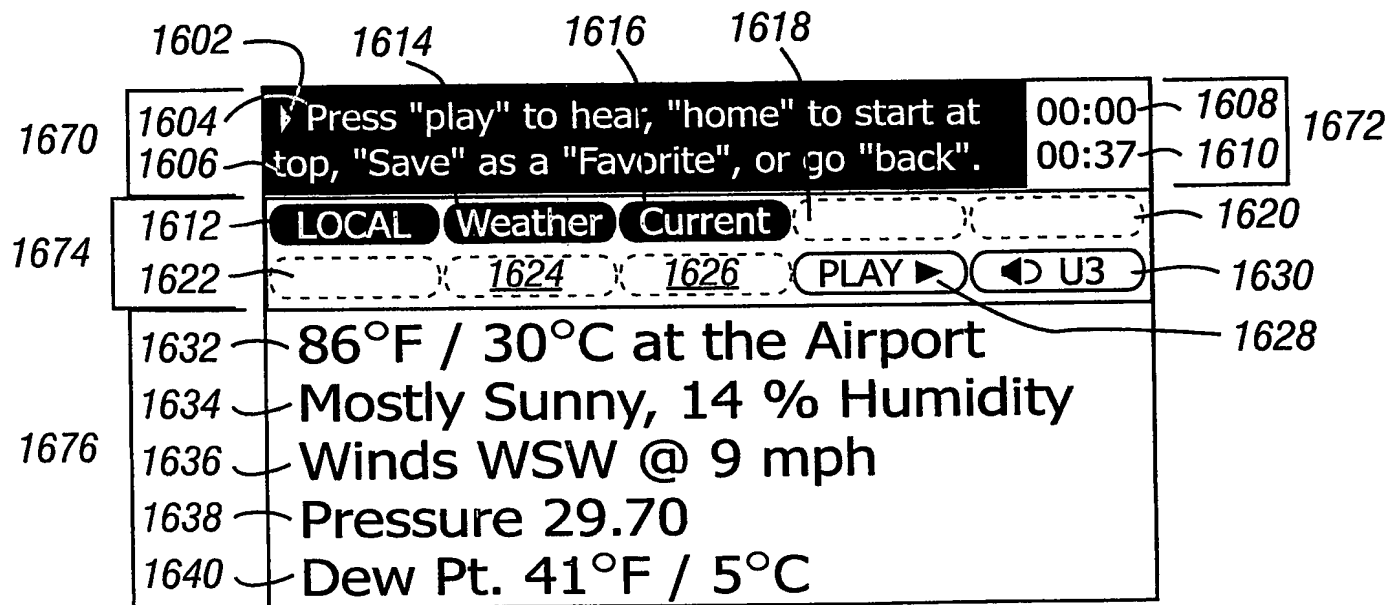
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FIG. 71gFIG. 71h

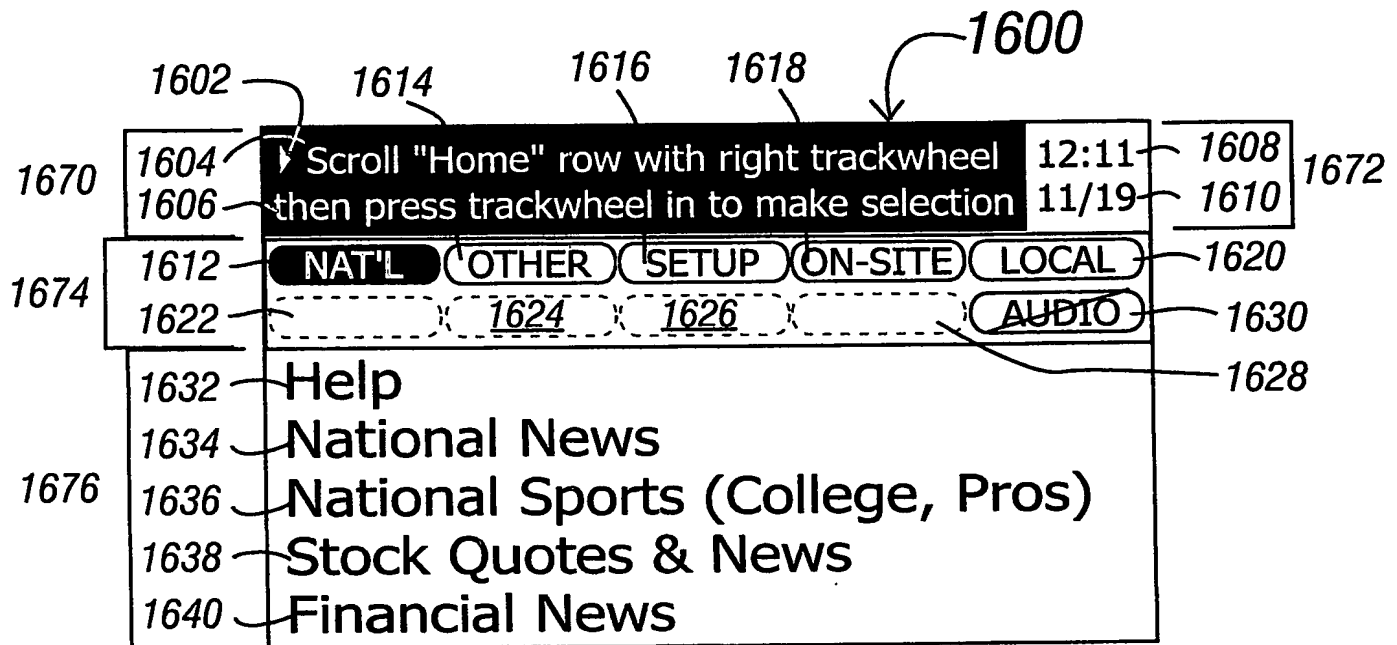
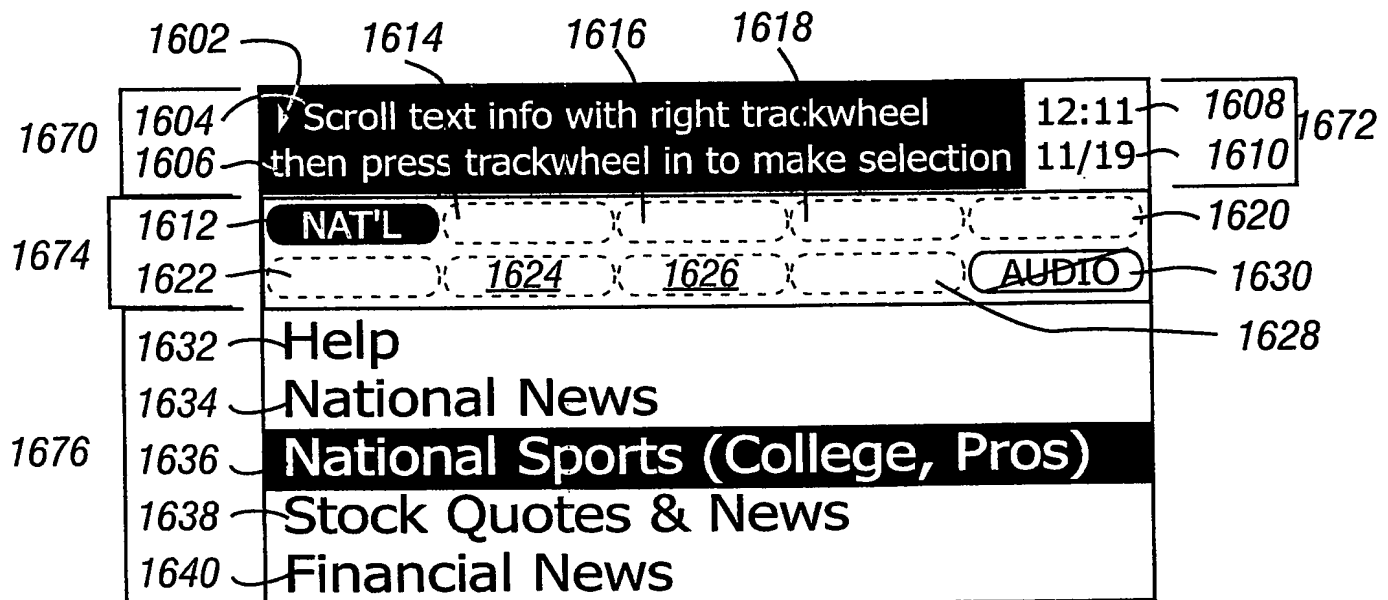
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FIG. 72aFIG. 72b

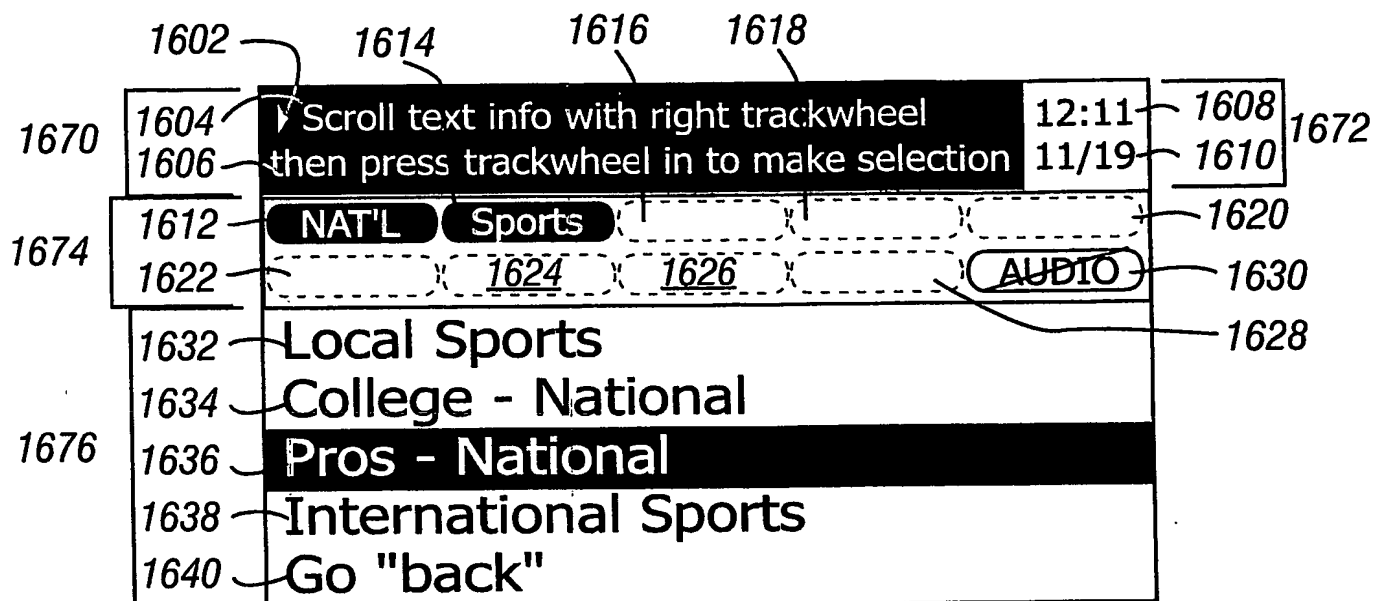
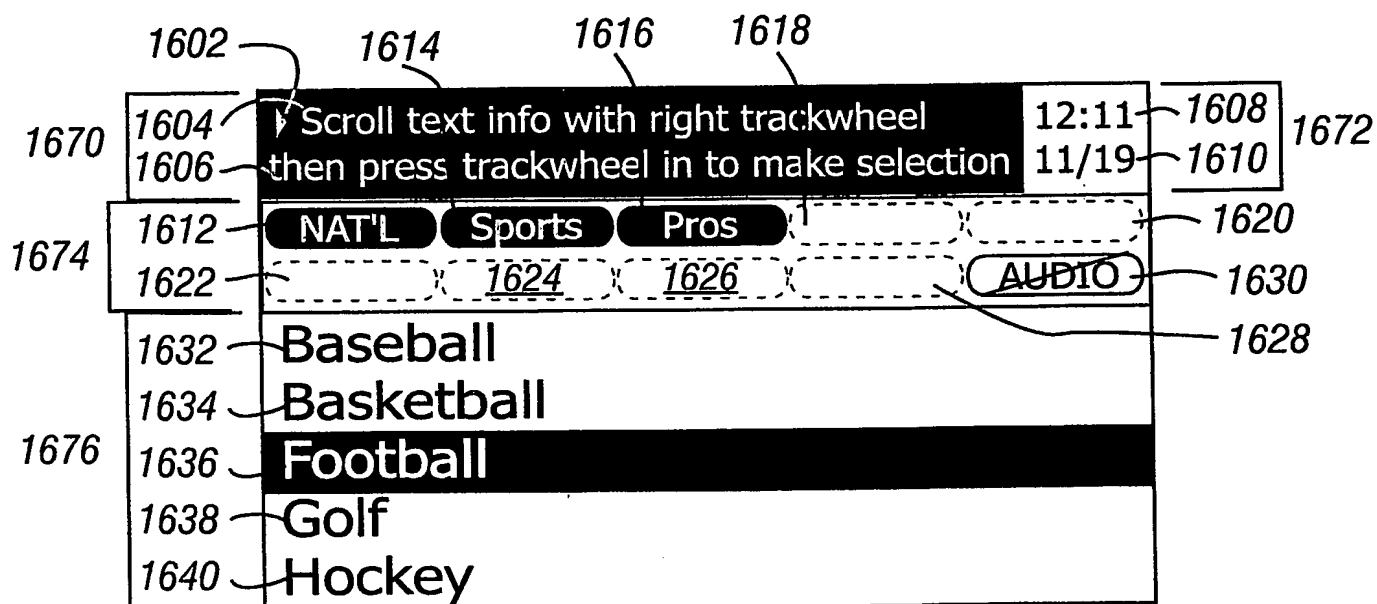
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FIG. 72cFIG. 72d

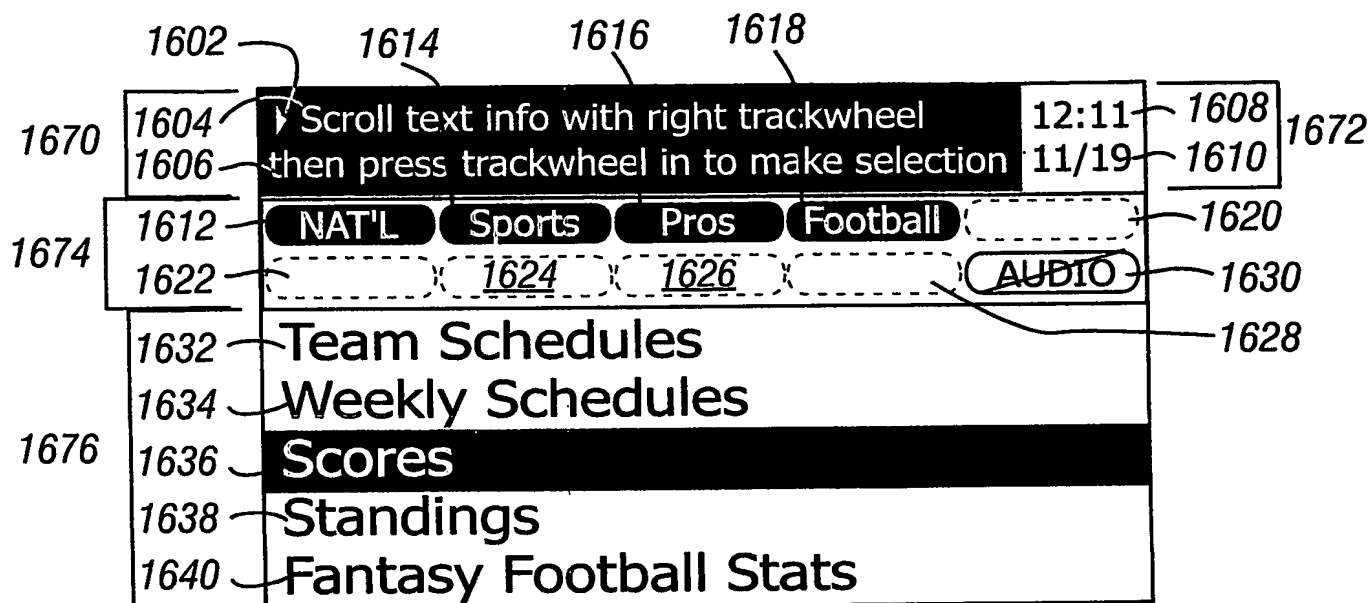
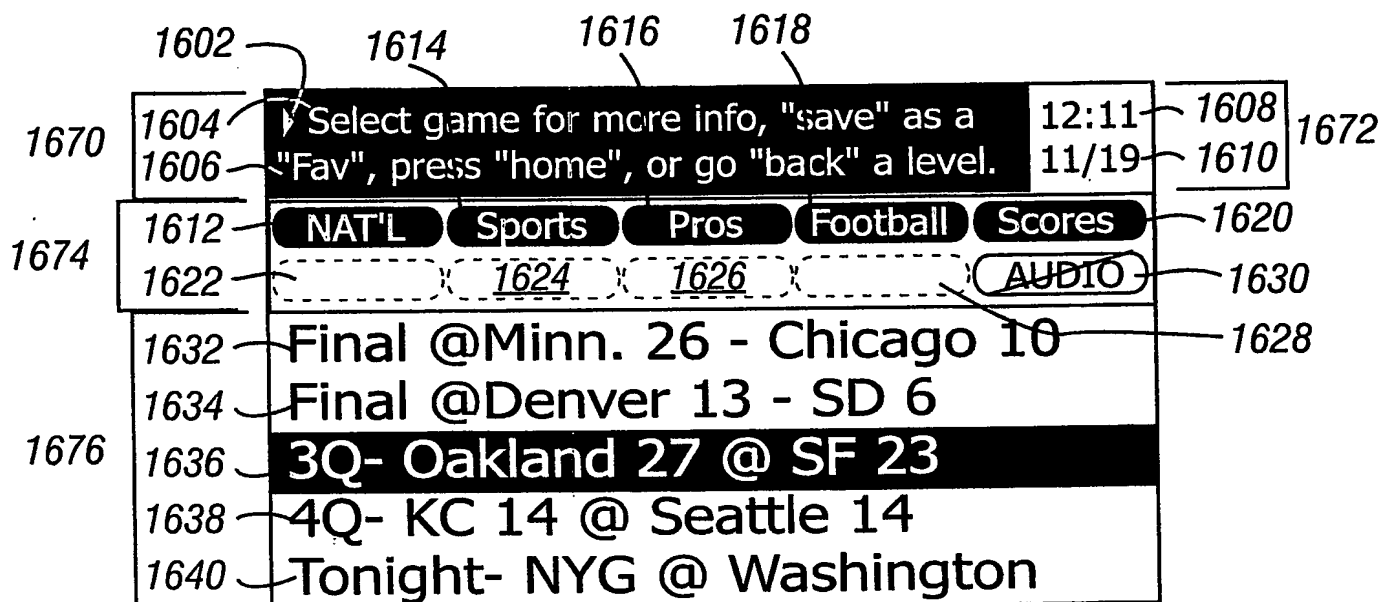
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FIG. 73aFIG. 73b

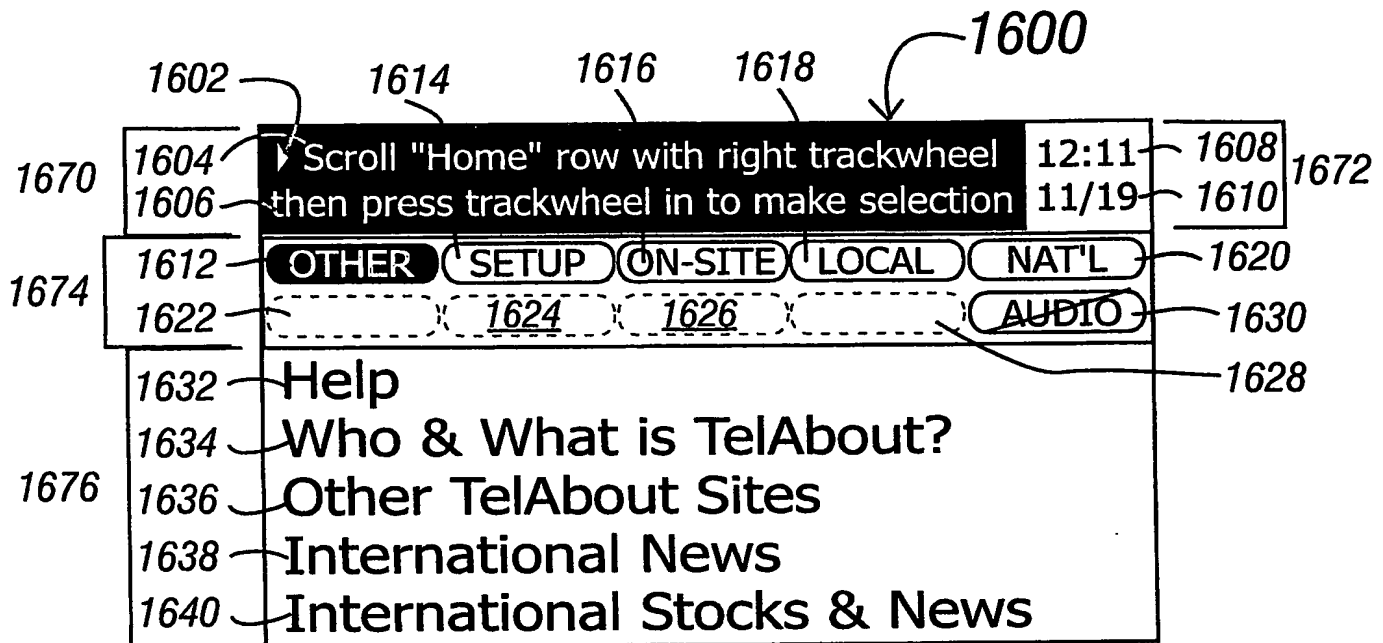
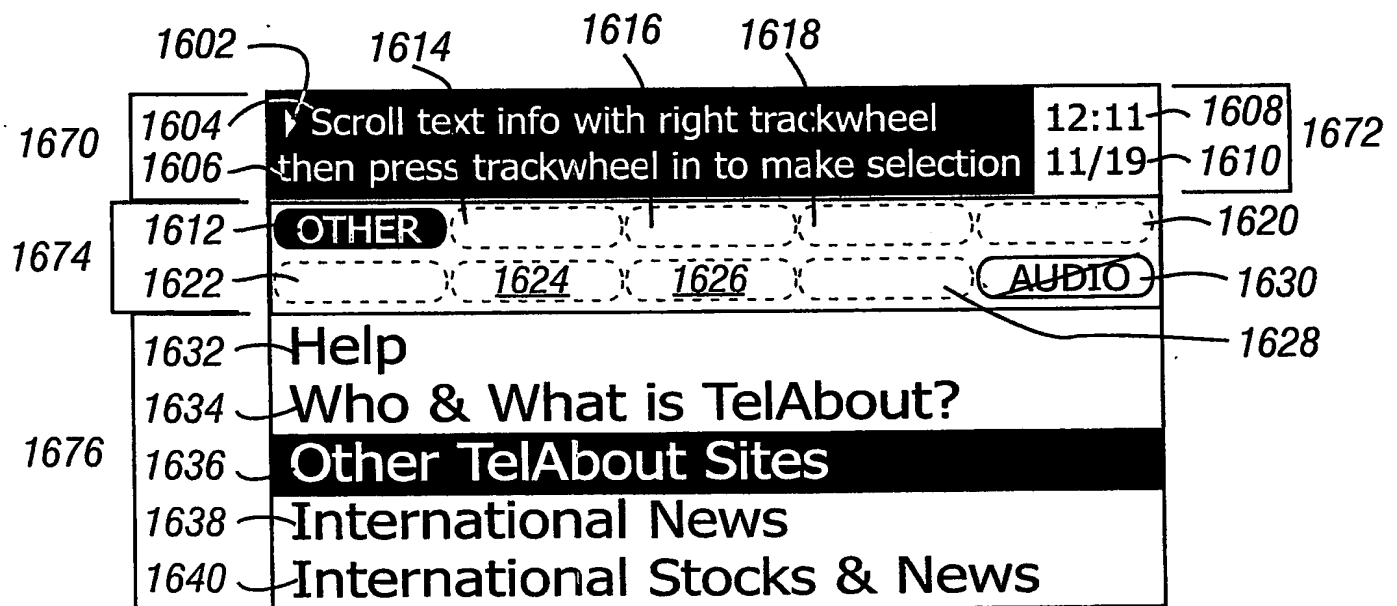
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FIG. 73cFIG. 73d

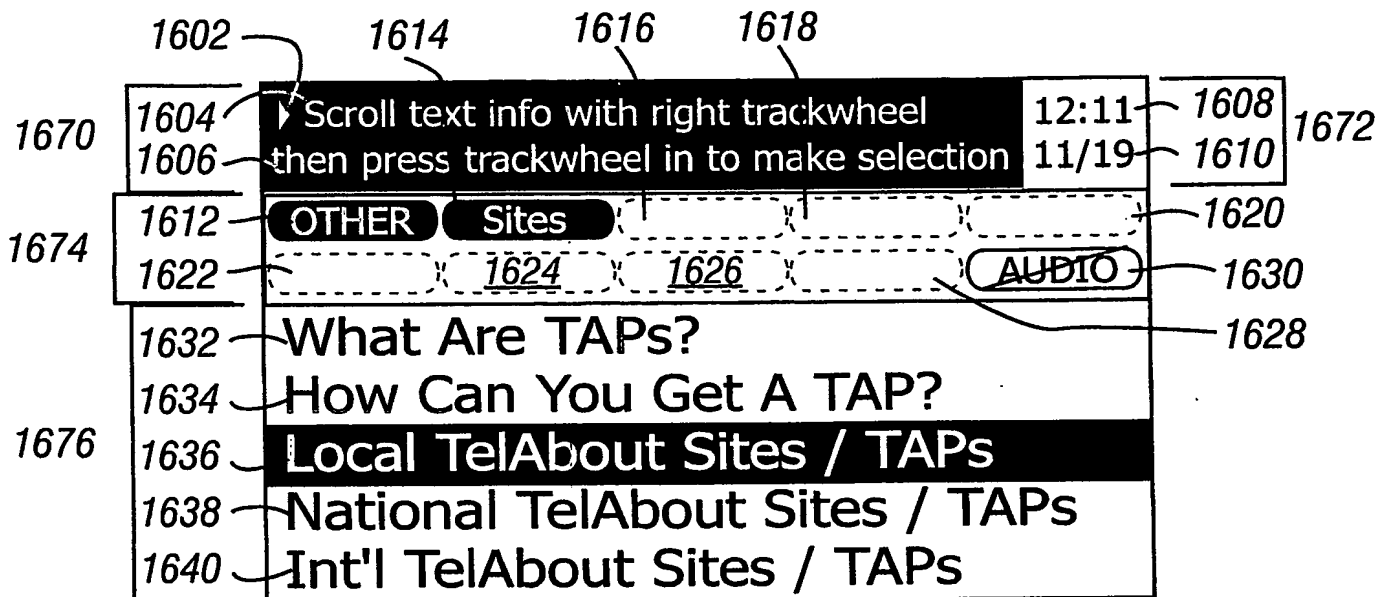
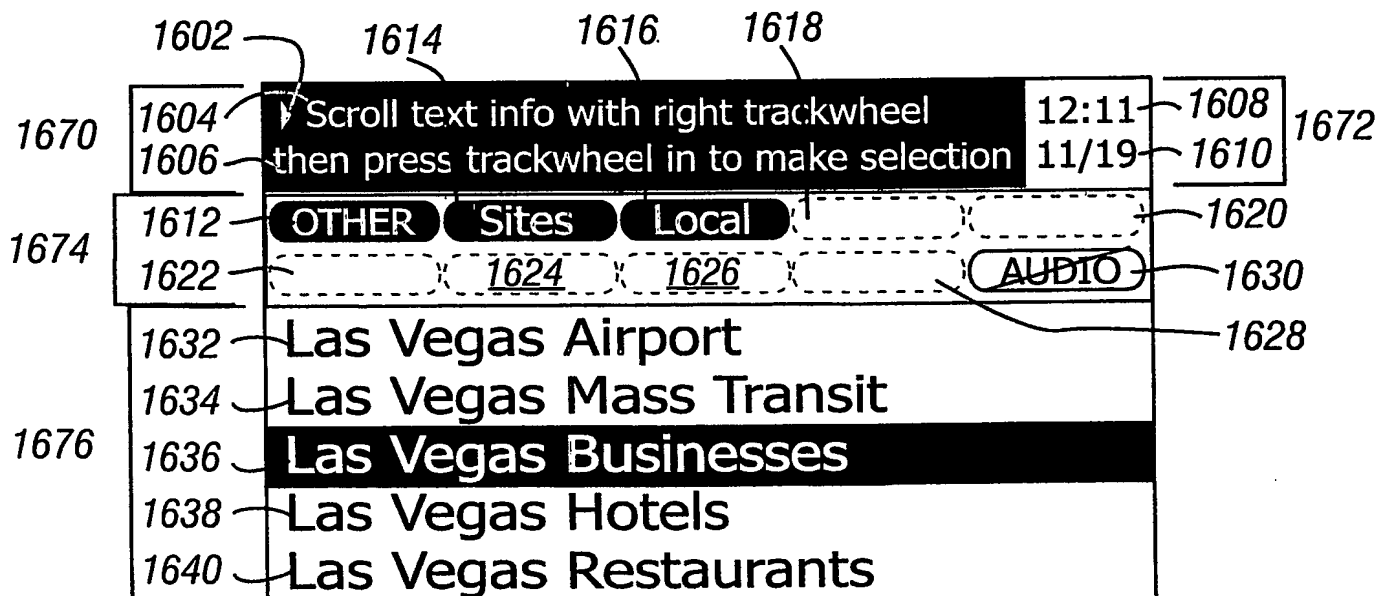
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FIG. 73eFIG. 73f

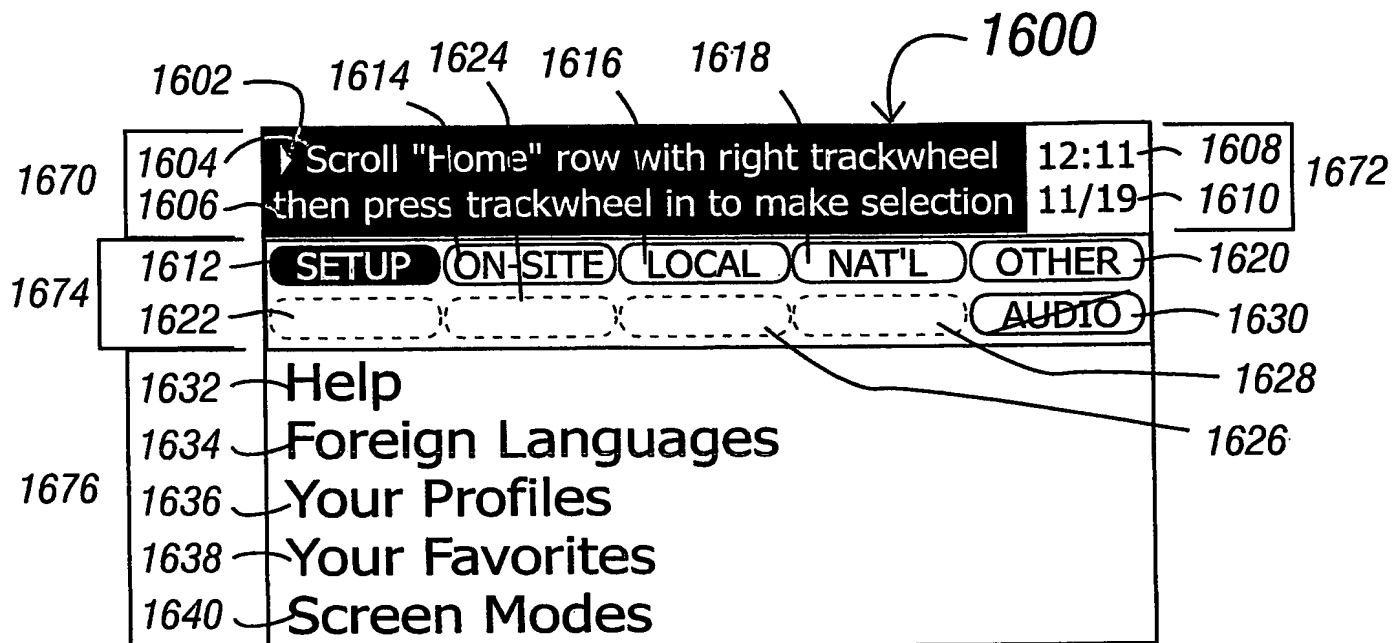
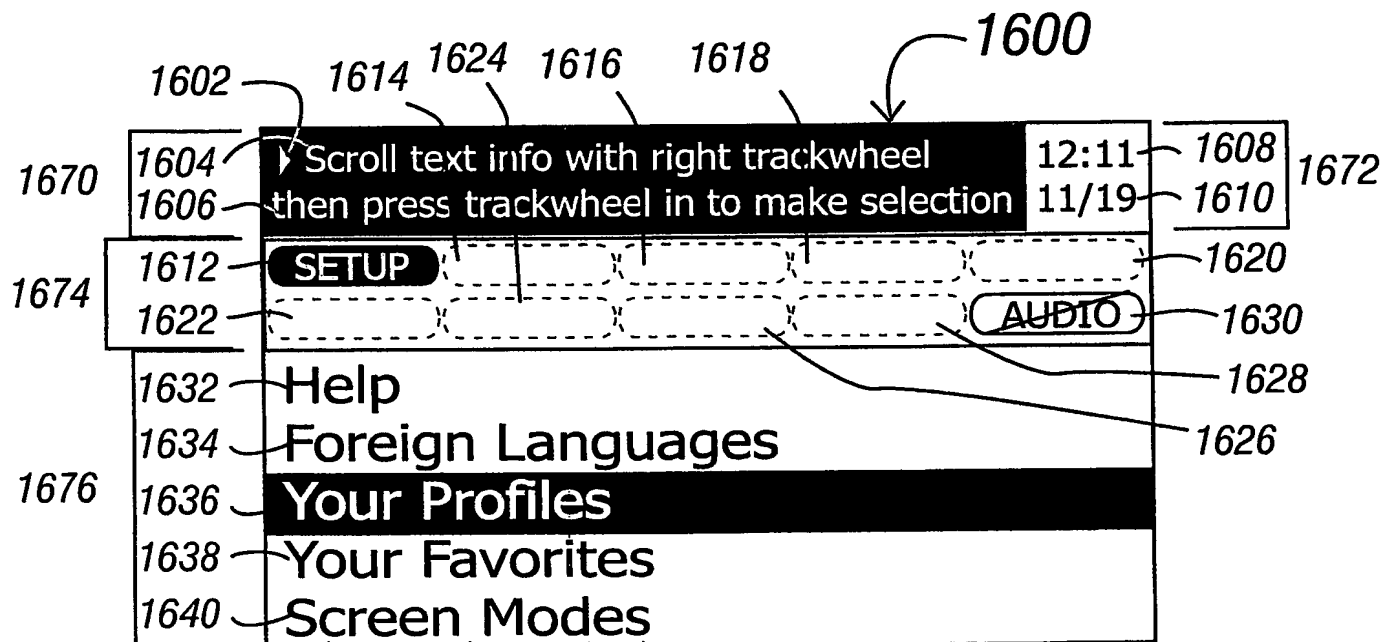
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FIG. 74aFIG. 74b

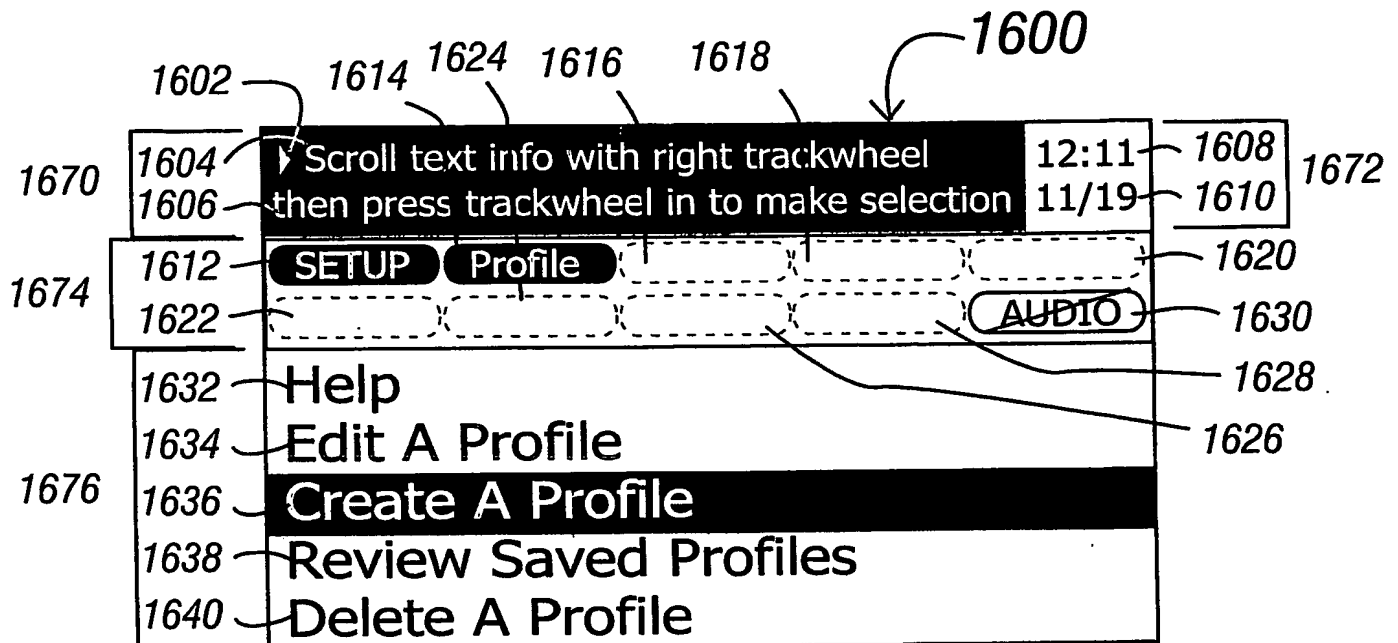
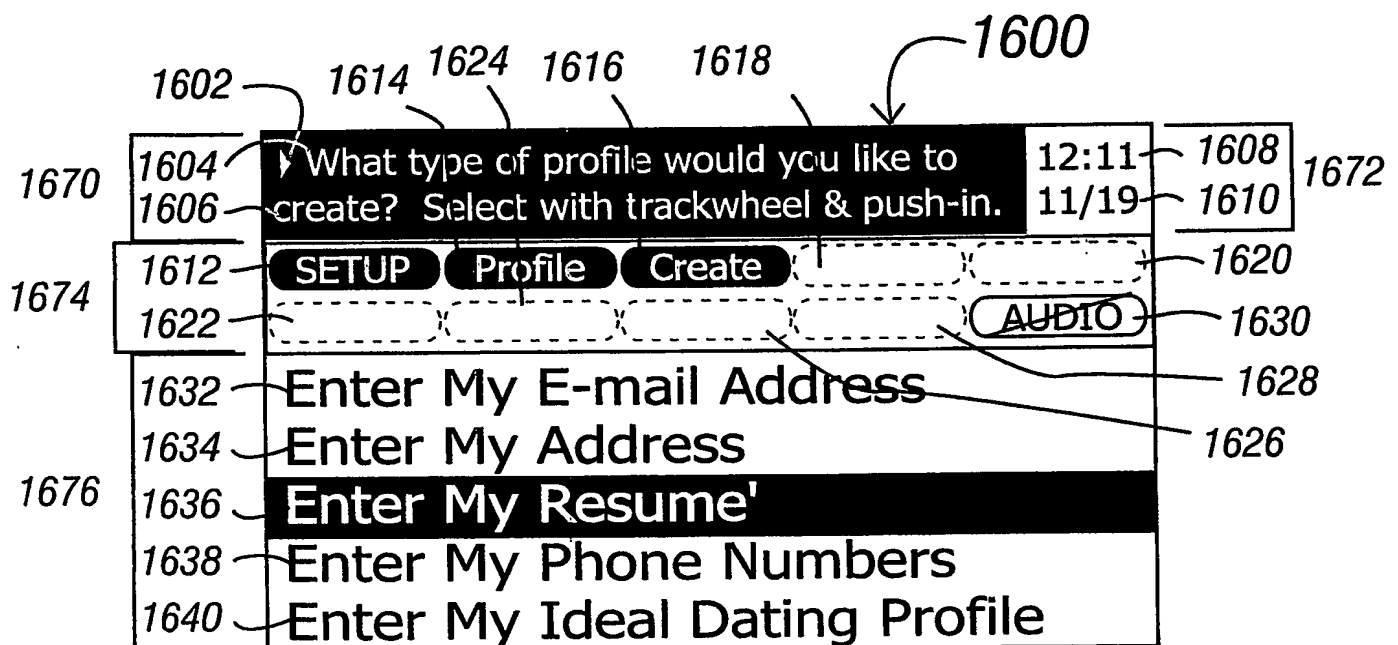
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FIG. 74cFIG. 74d

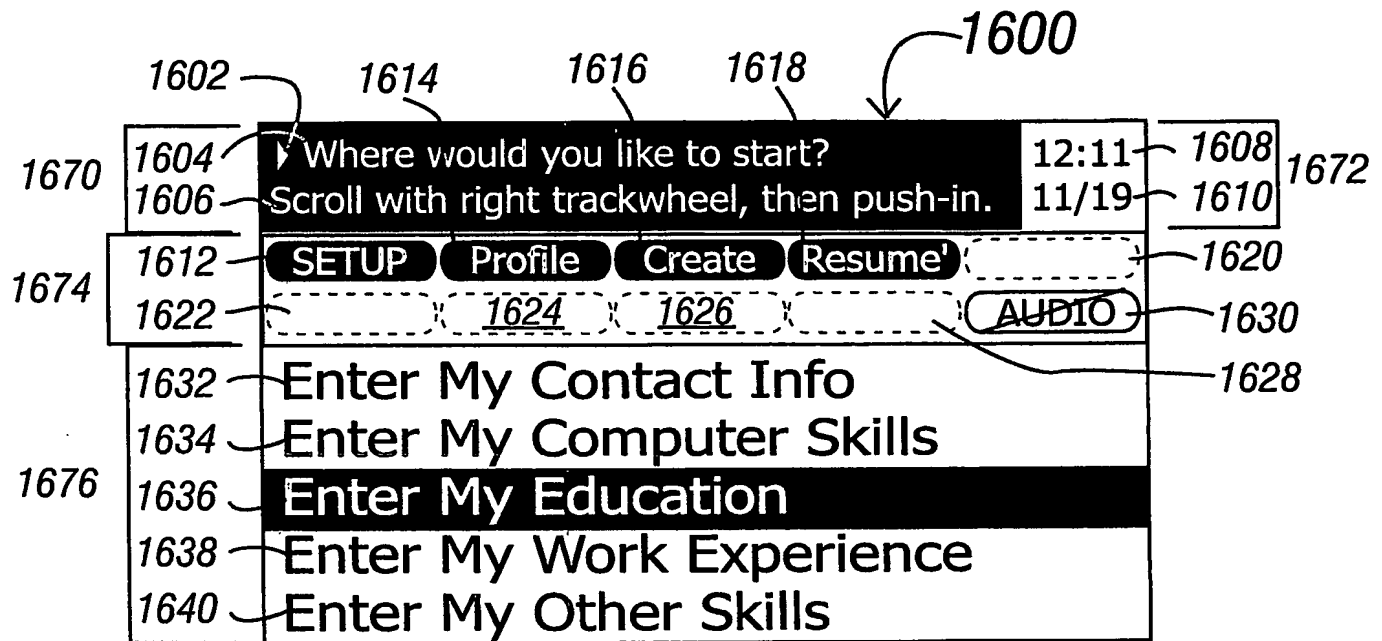
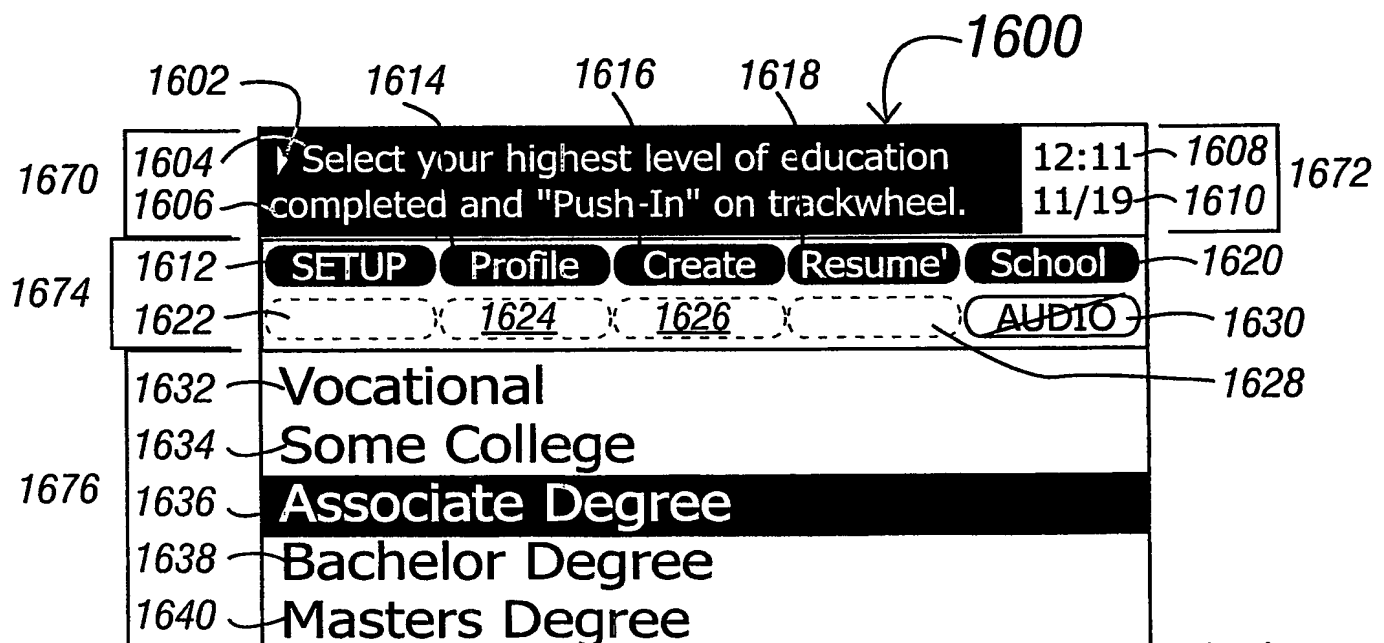
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FIG. 75aFIG. 75b

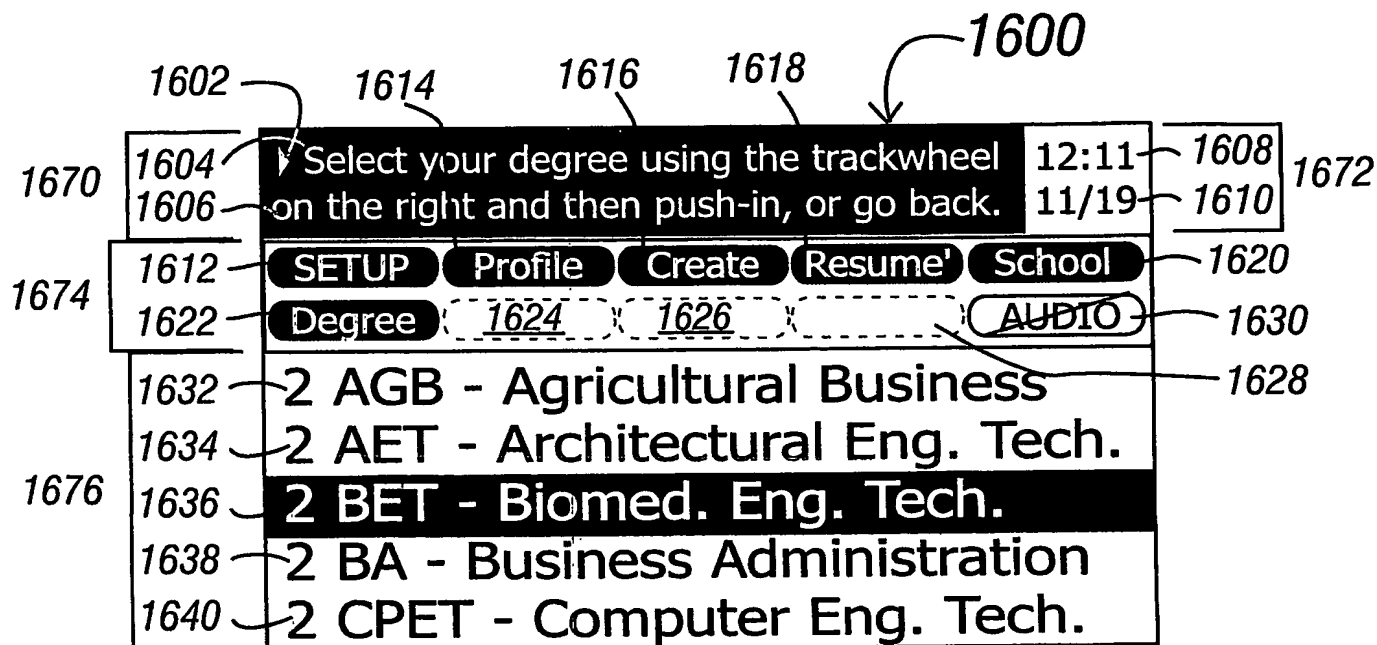
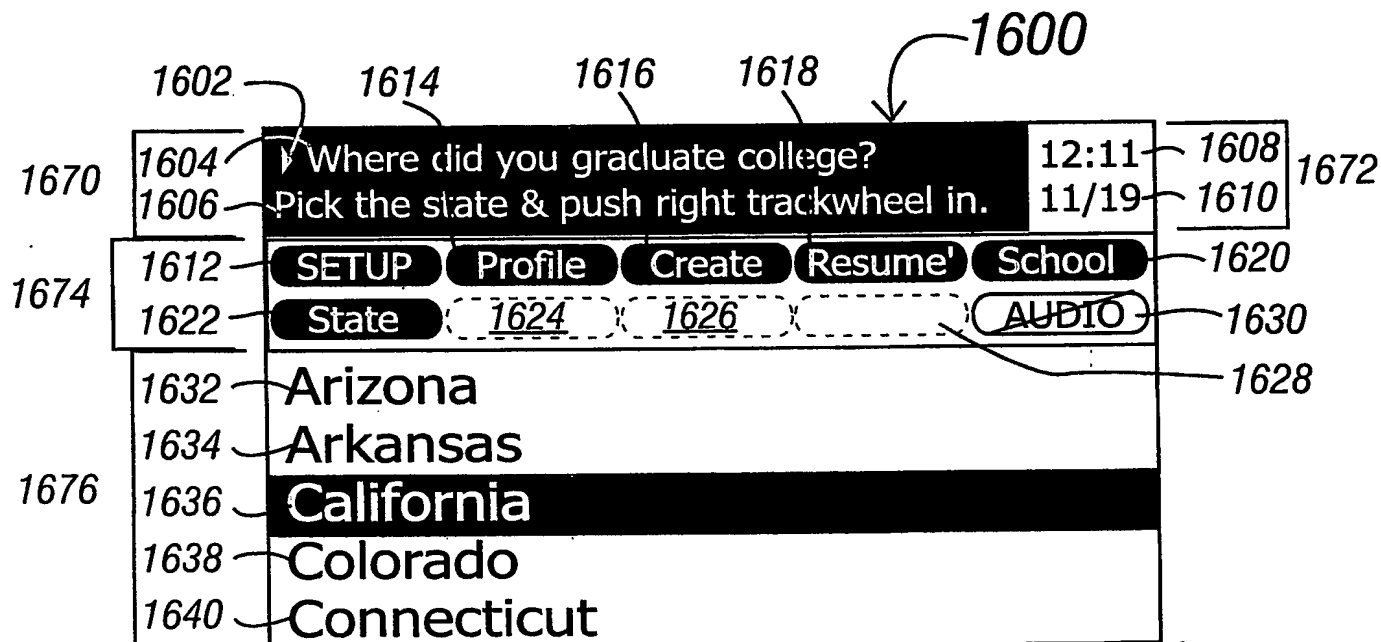
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FIG. 75cFIG. 75d

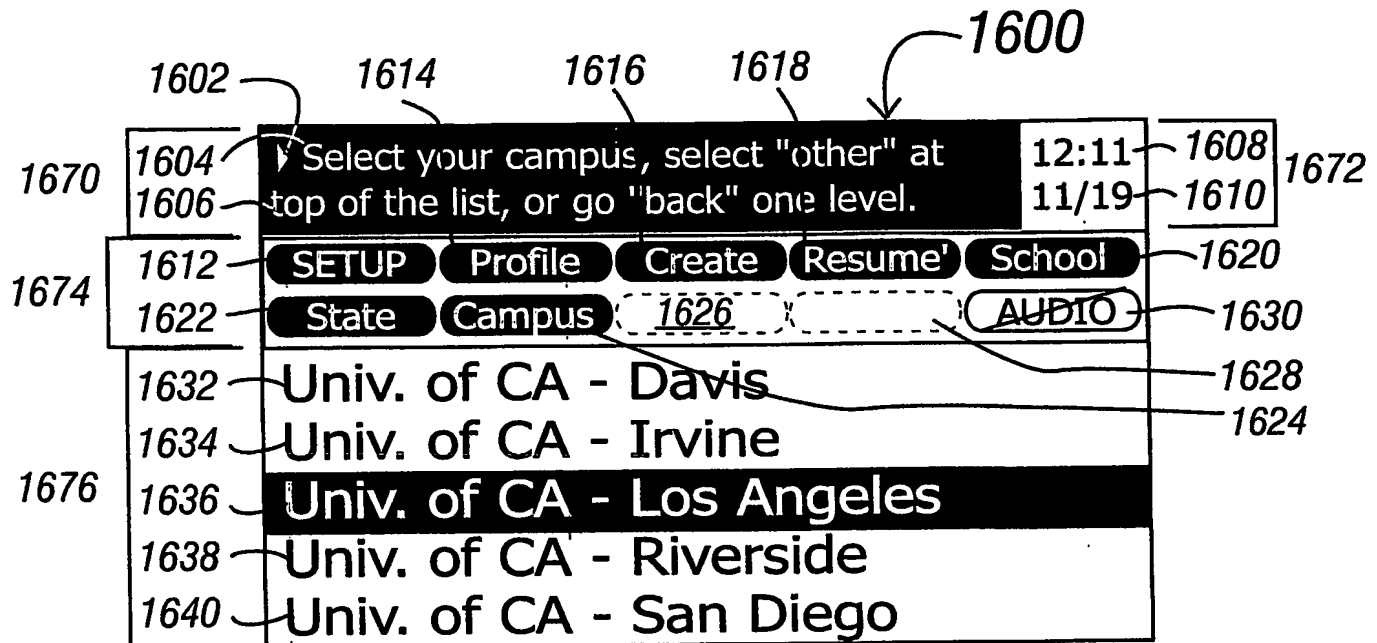
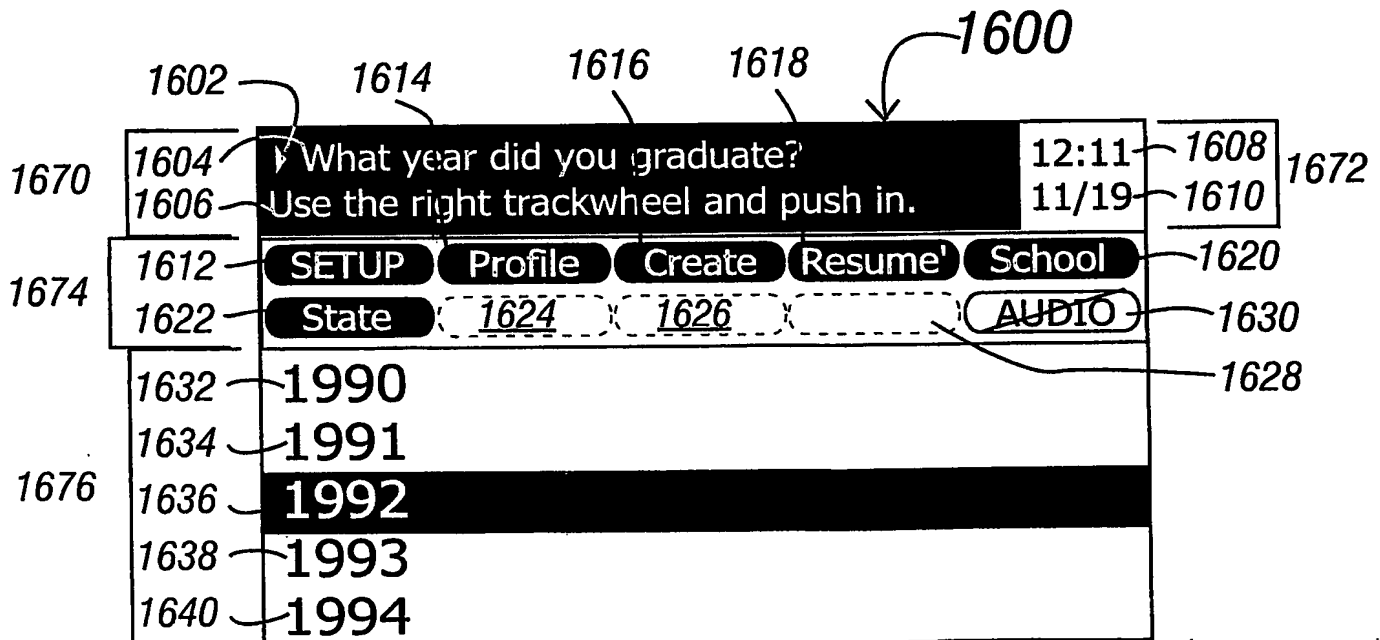
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FIG. 75eFIG. 75f

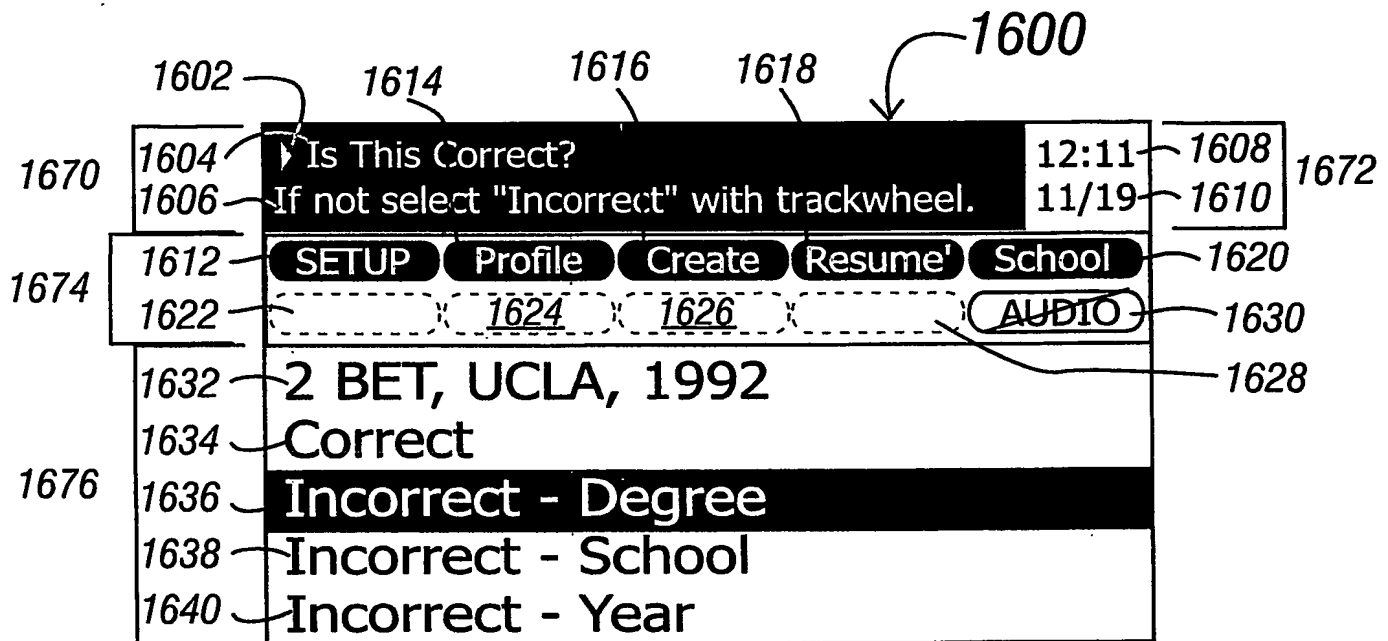
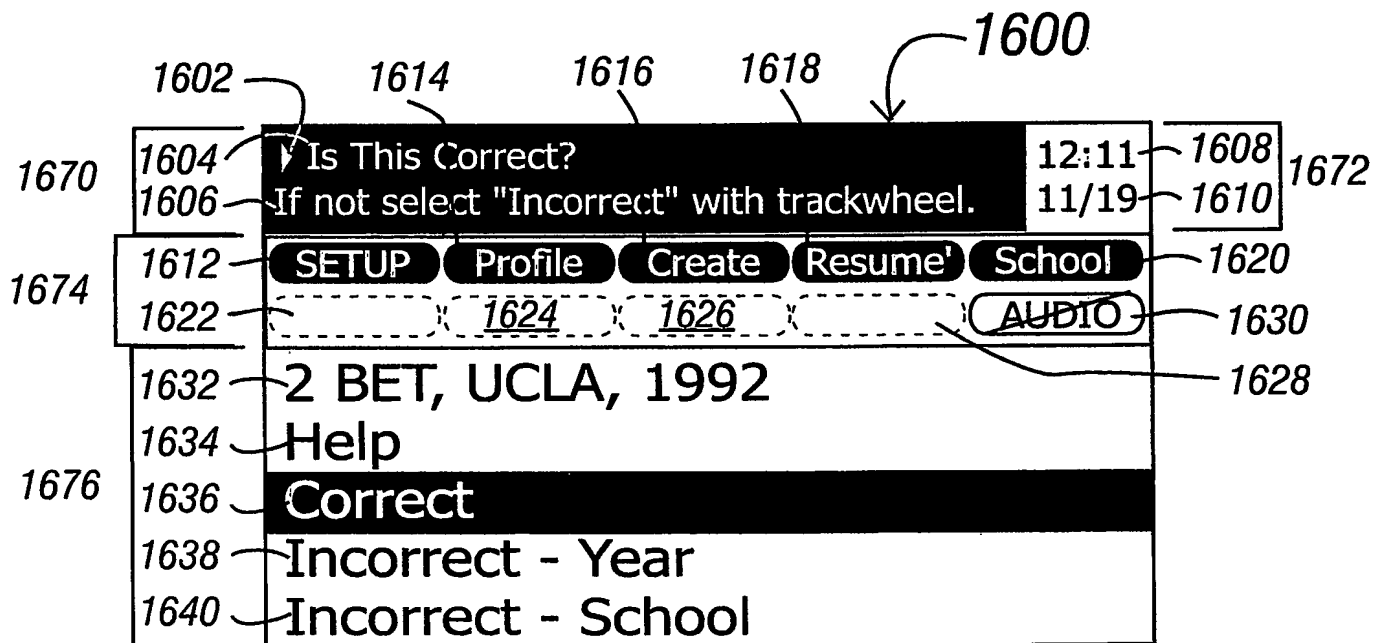
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FIG. 75gFIG. 75h

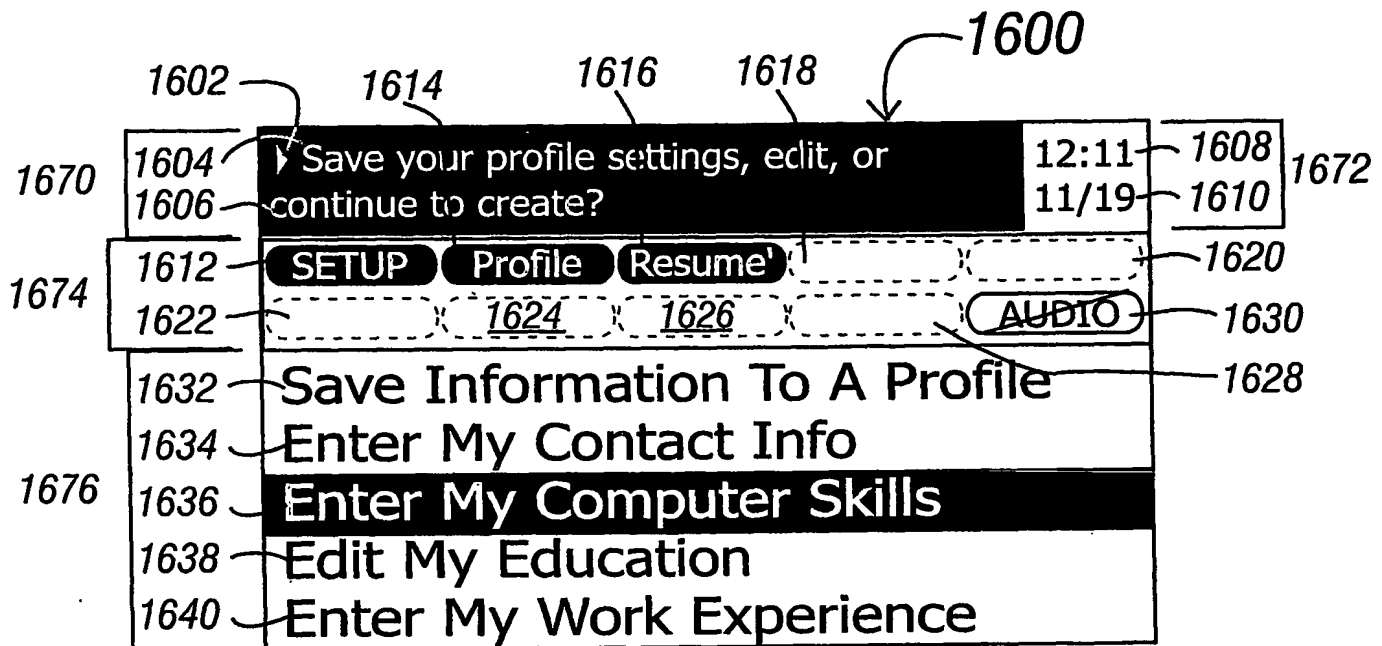
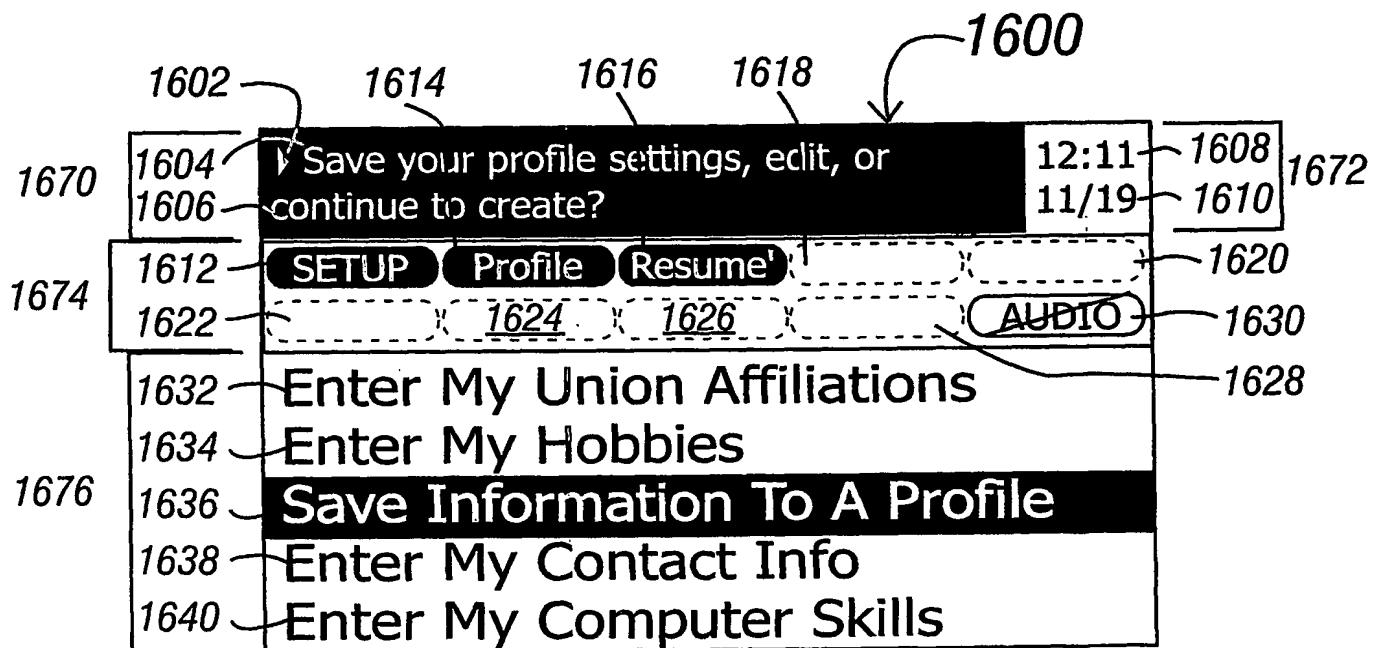
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FIG. 75iFIG. 75j

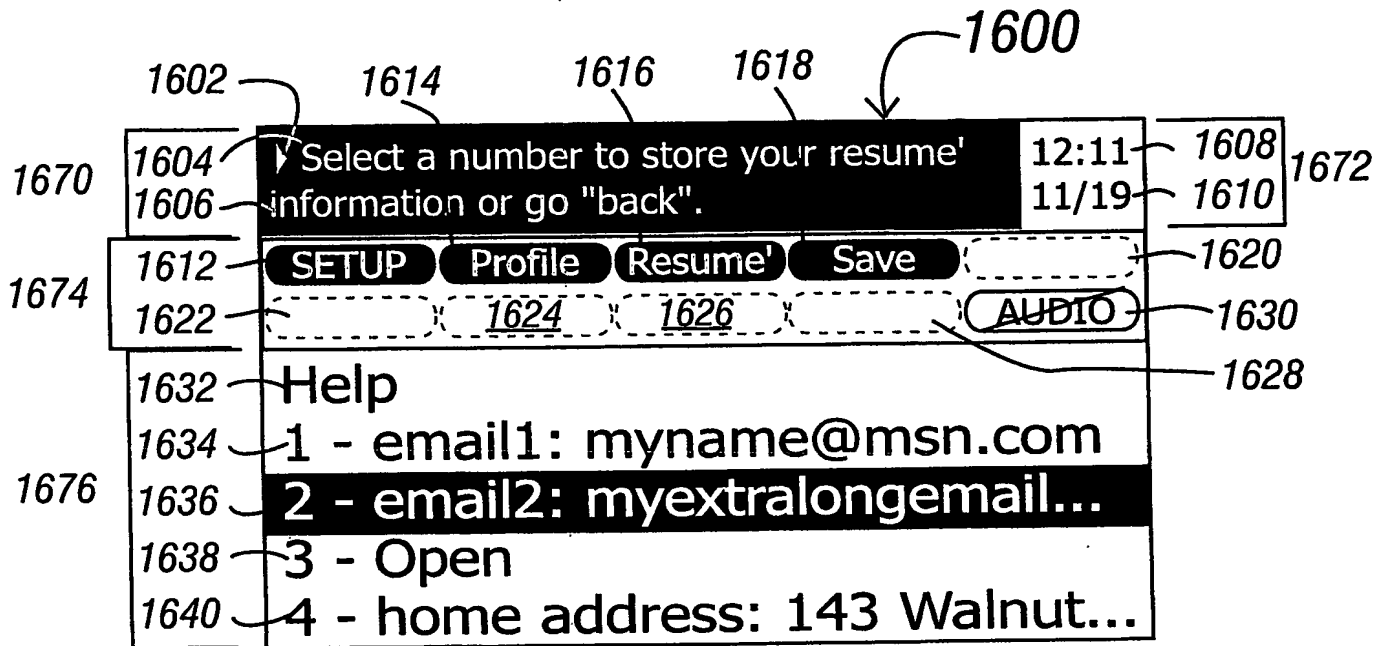
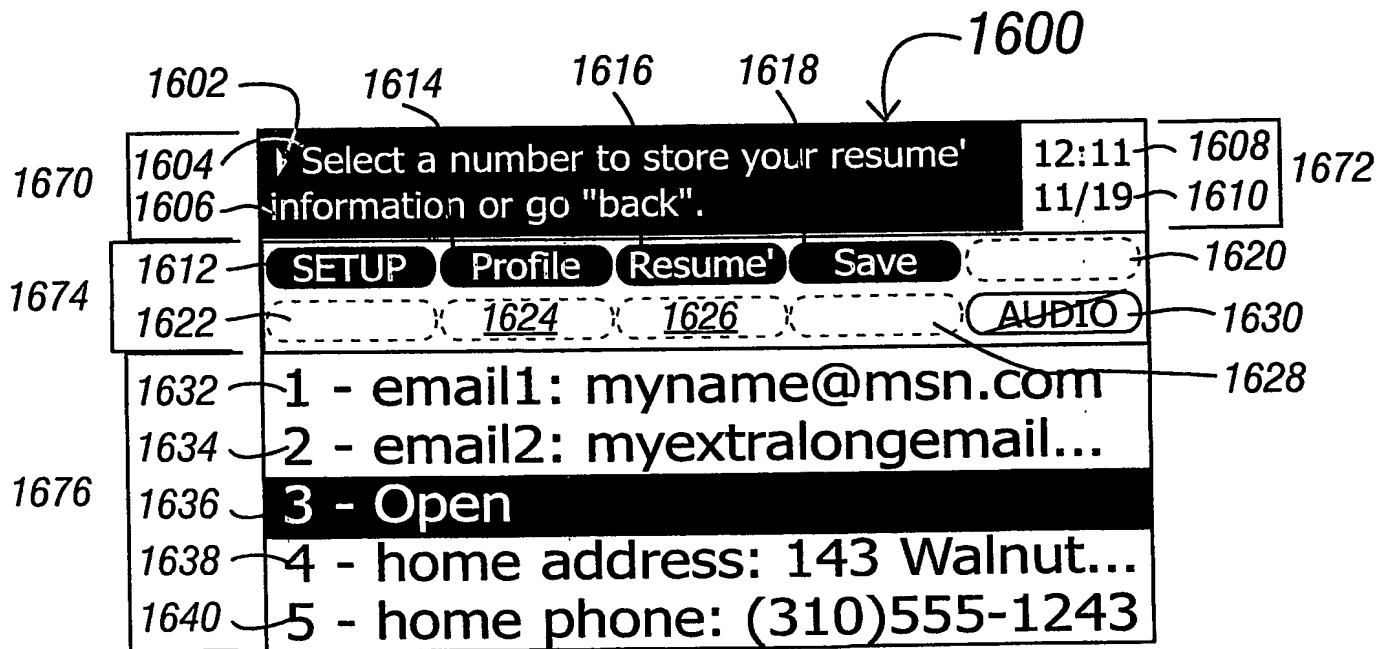
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FIG. 75kFIG. 75l

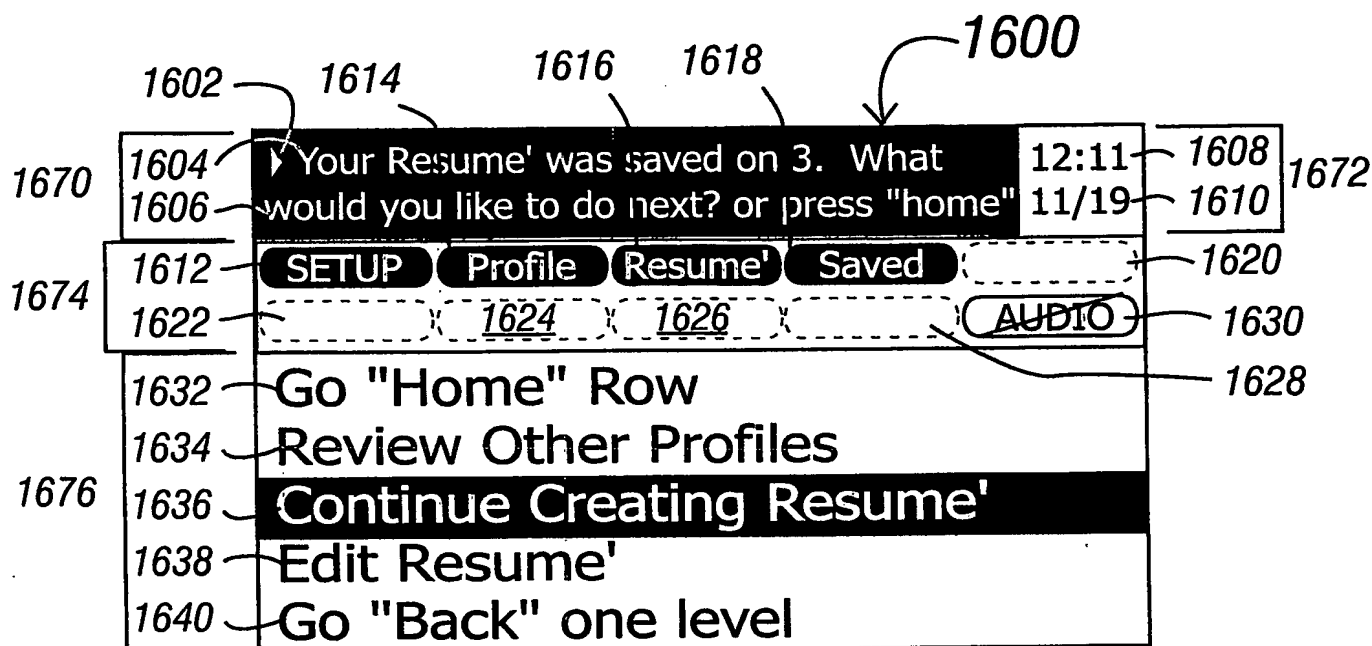
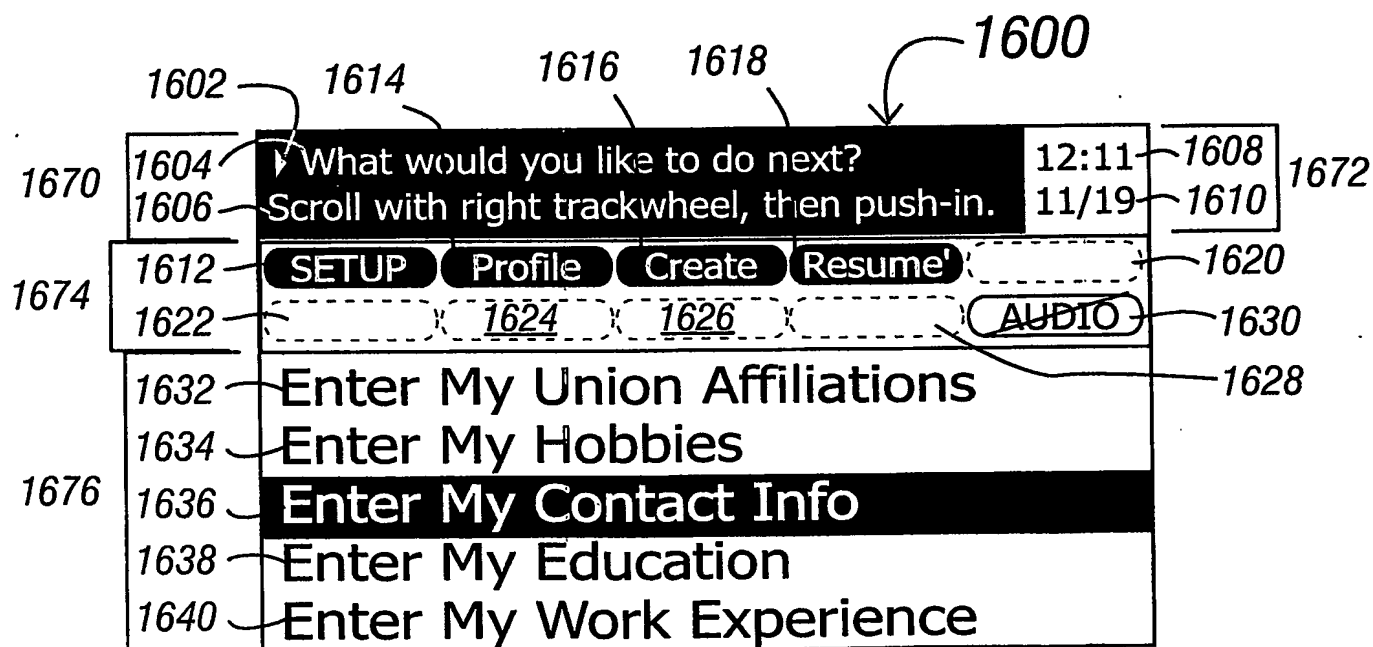
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FIG. 75mFIG. 75n

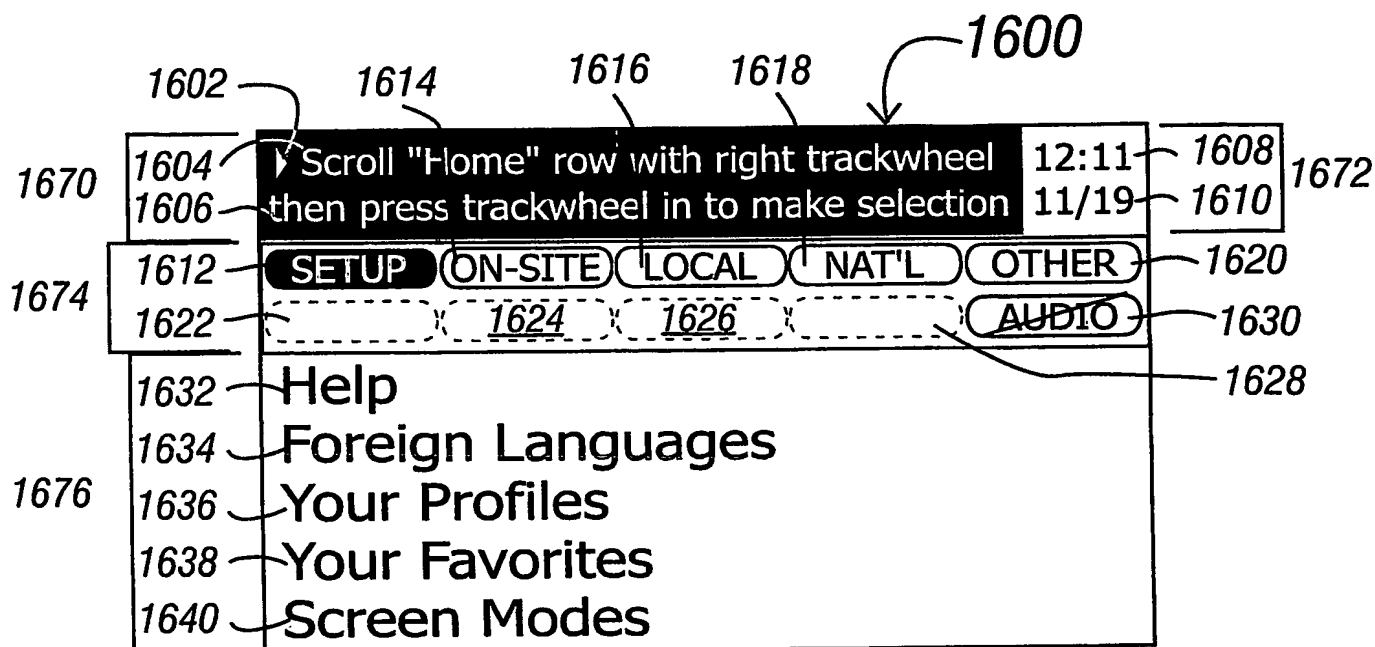
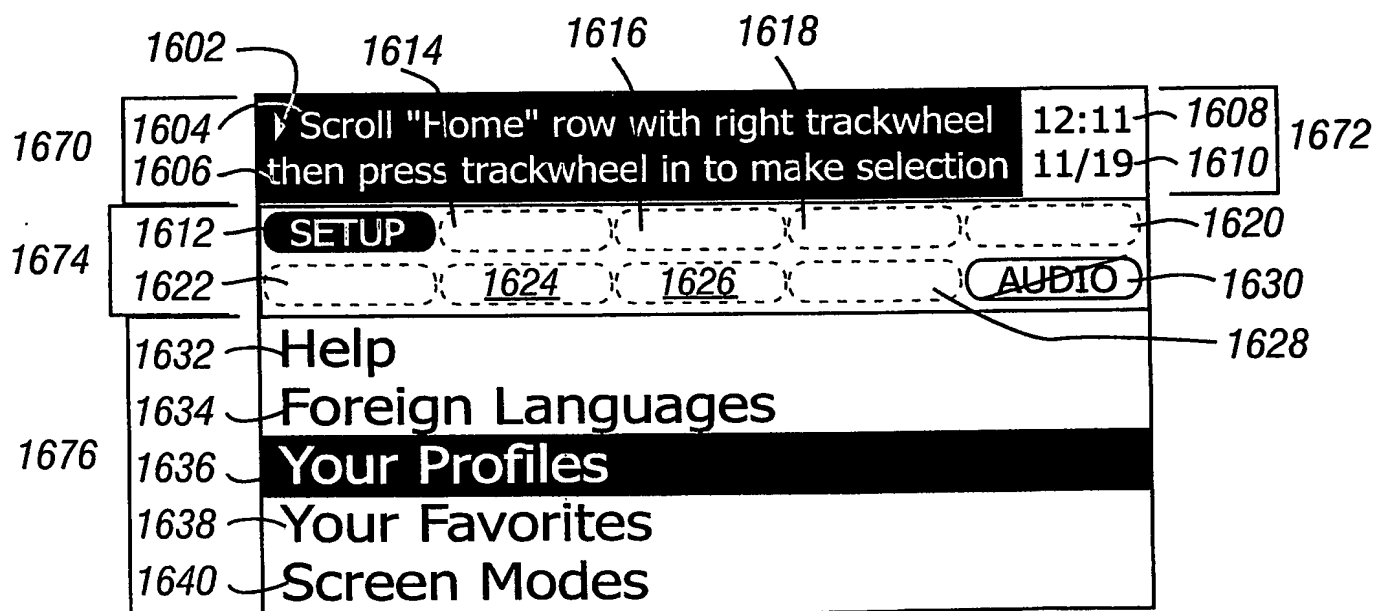
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FIG. 75oFIG. 75p

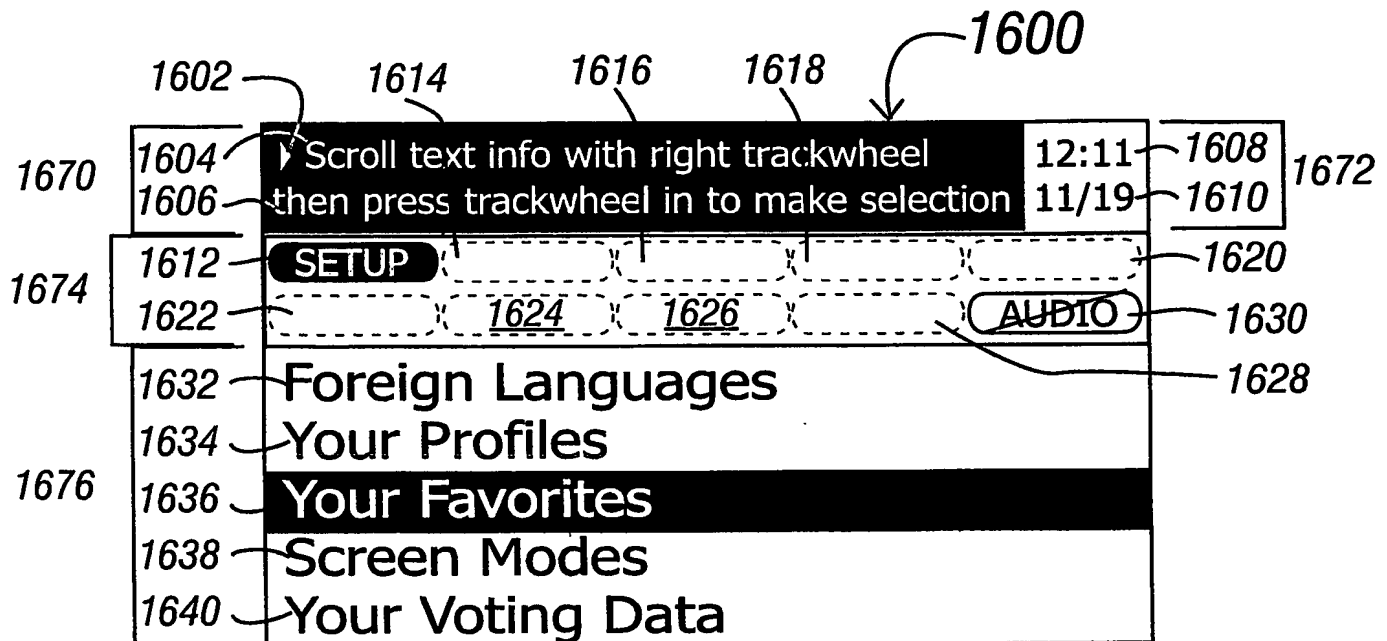
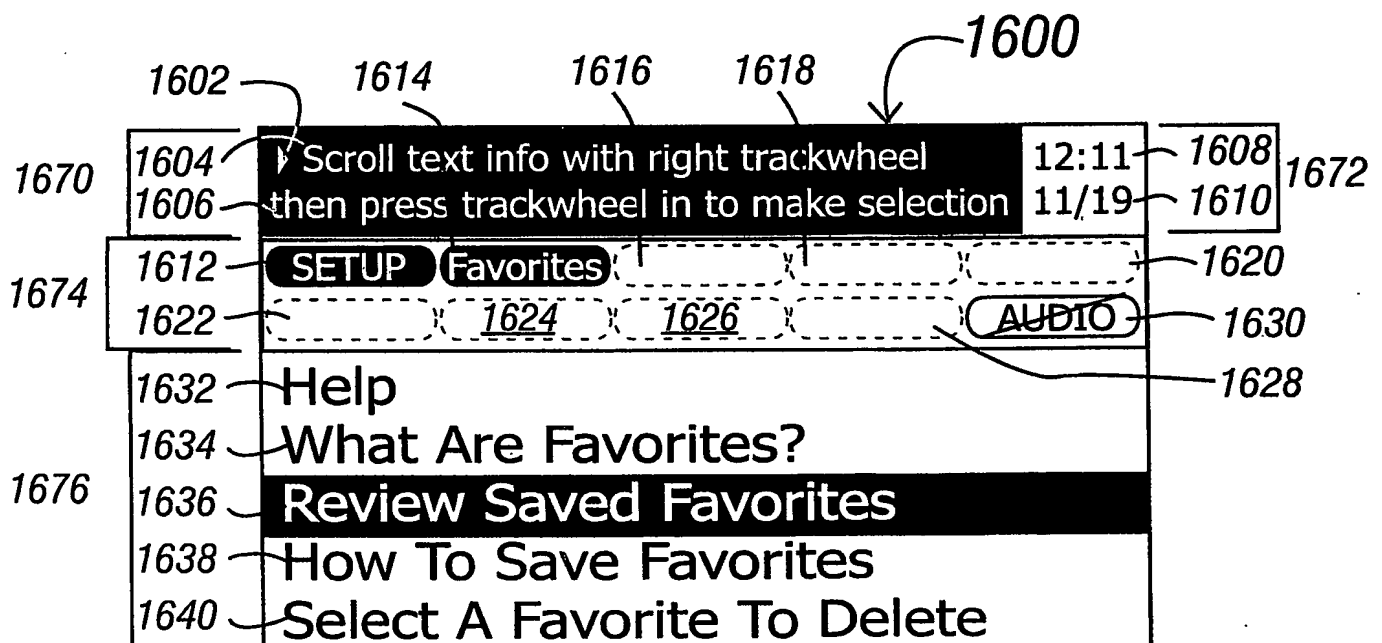
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FIG. 75qFIG. 75r

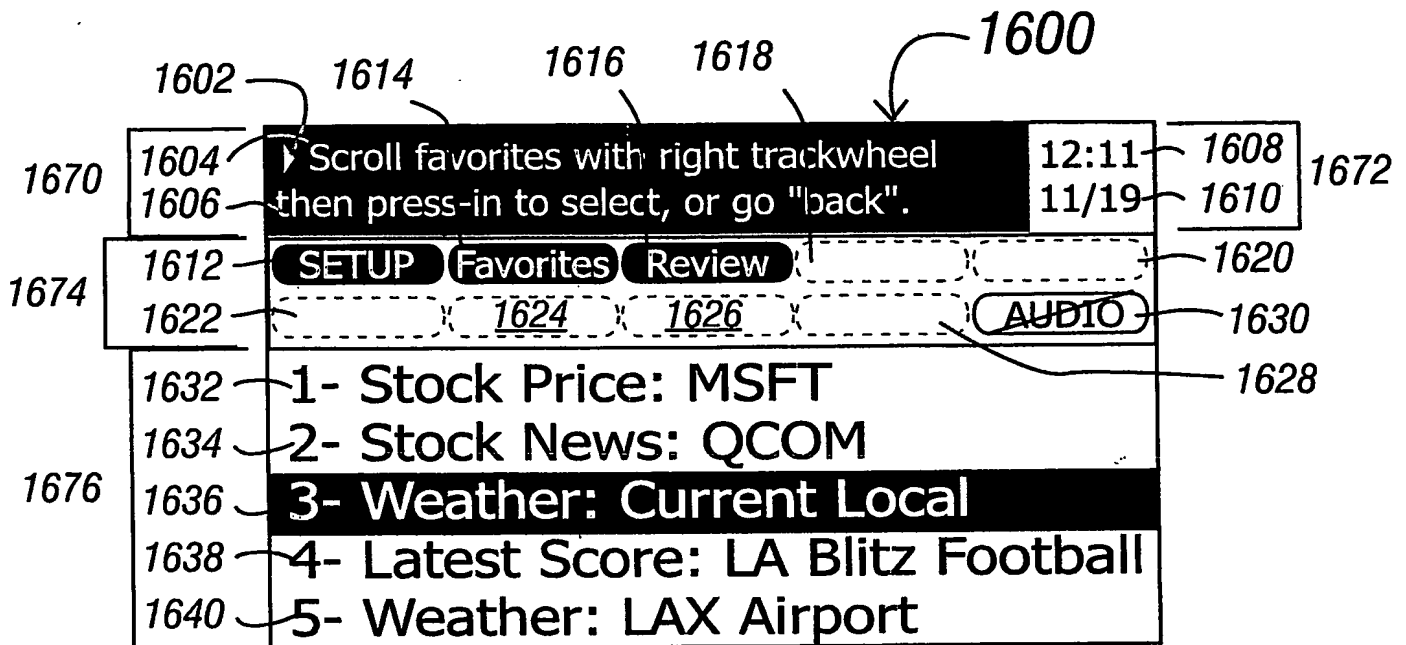
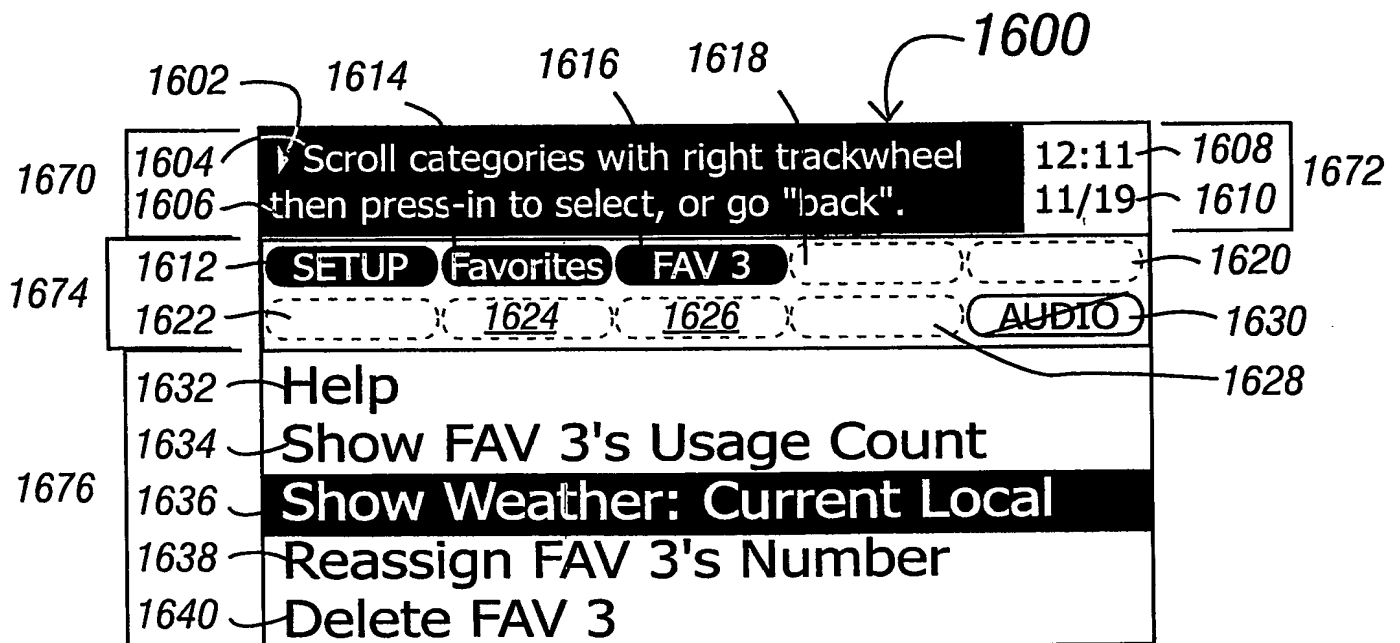
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FIG. 76aFIG. 76b

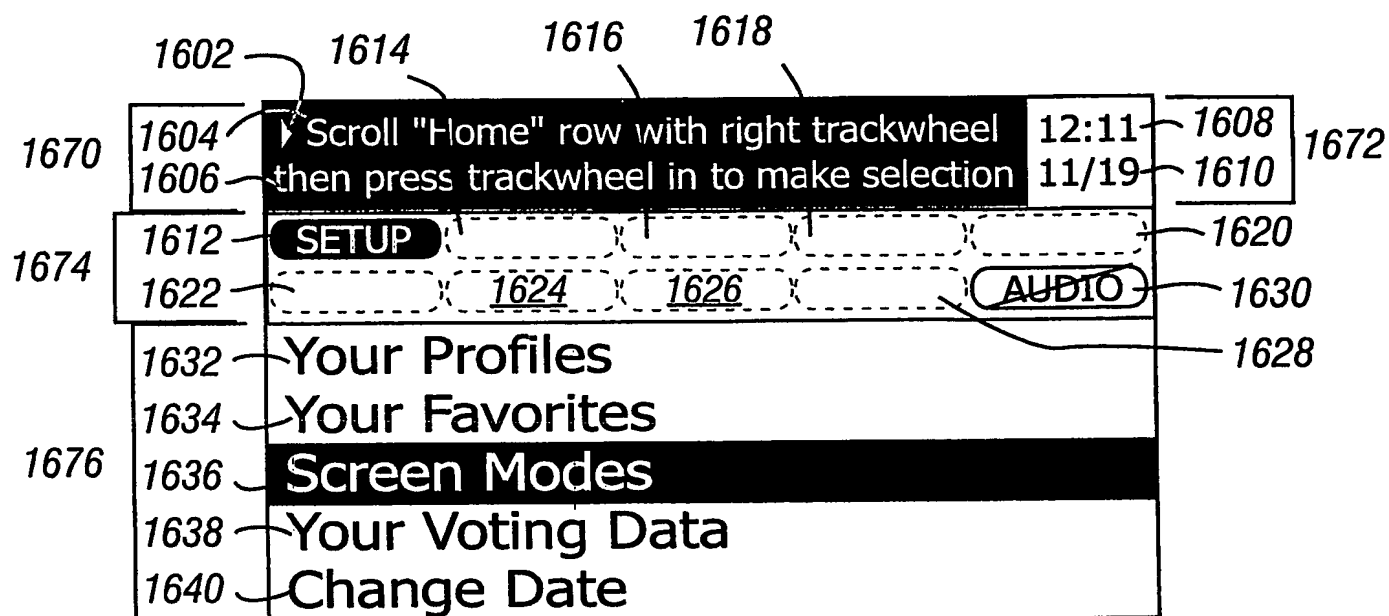
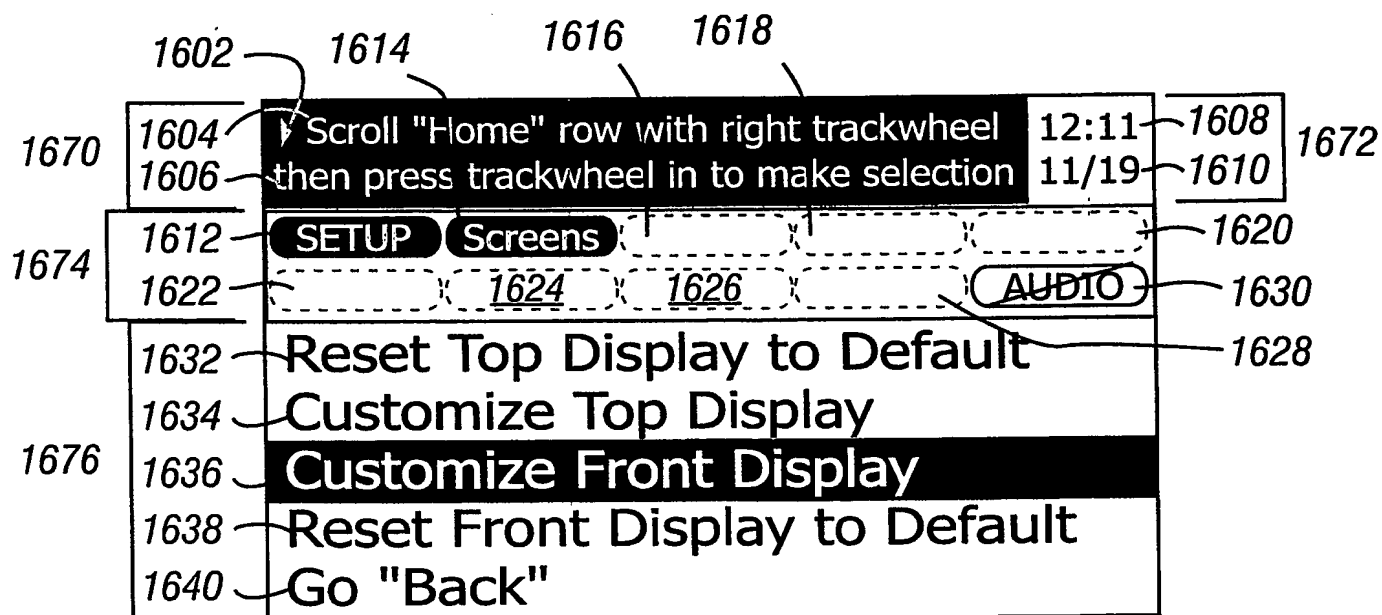
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FIG. 76cFIG. 76d

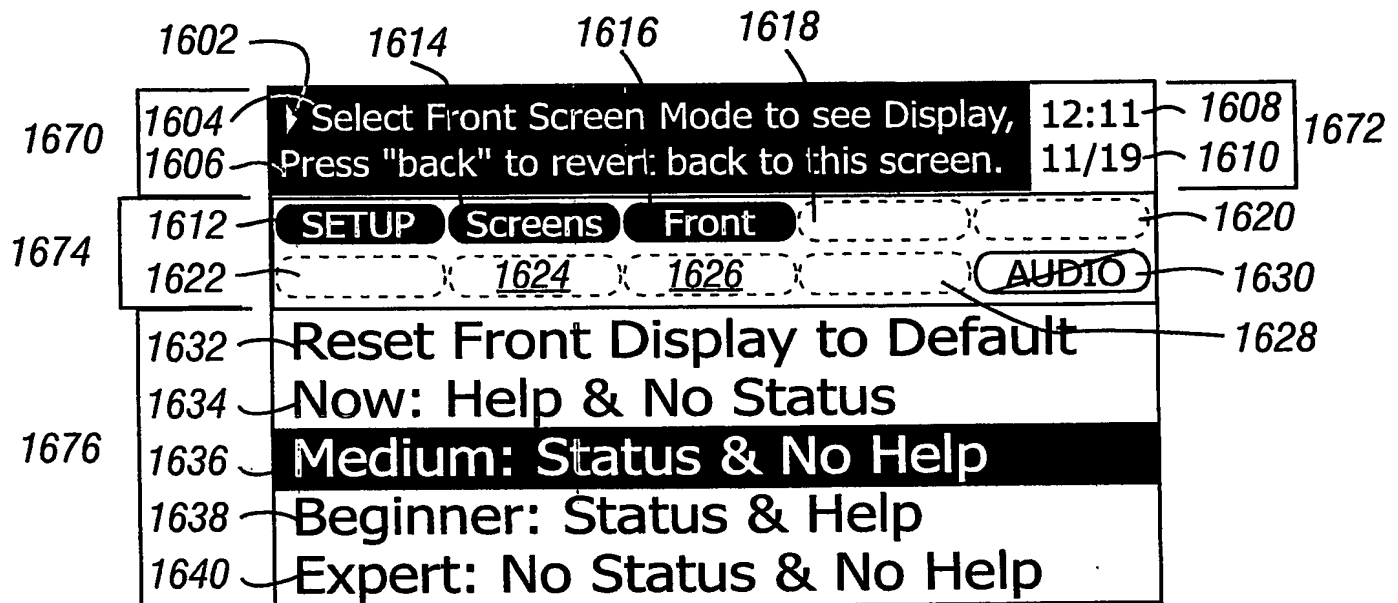
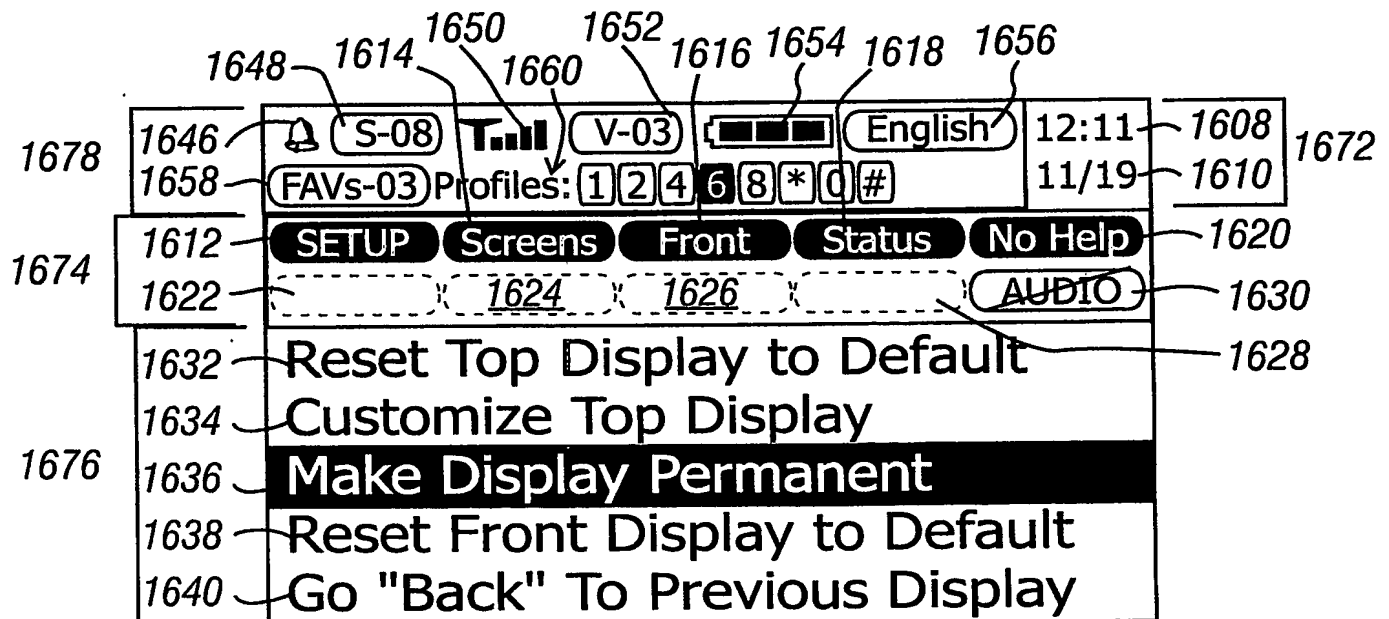
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FIG. 76eFIG. 76f

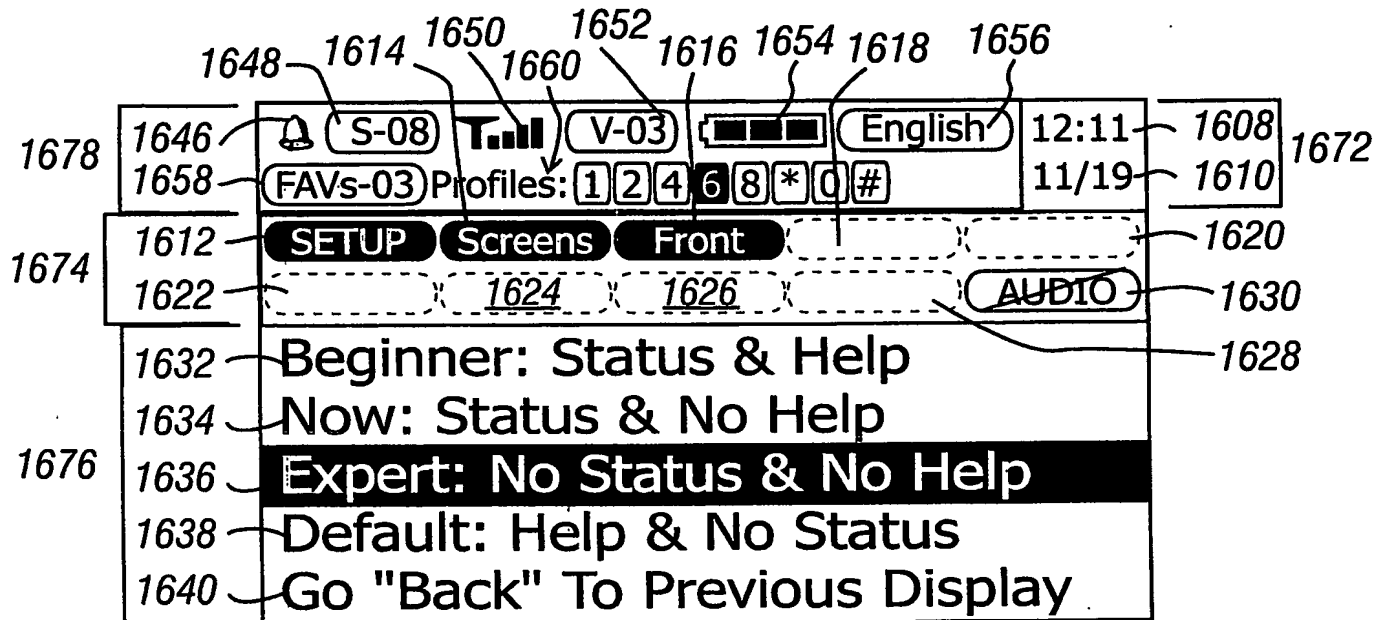
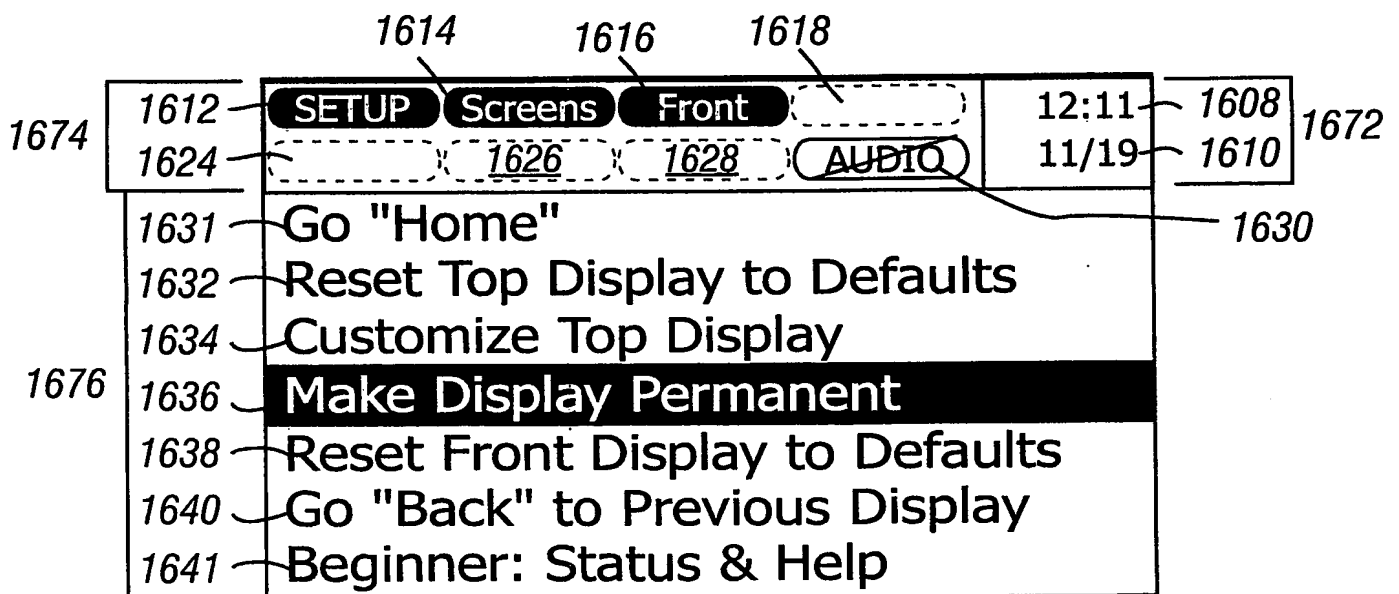
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FIG. 77aFIG. 77b

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FIG. 77cFIG. 77d

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FIG. 77eFIG. 77f

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